

Assessment Cycle 2018 – 2019

Alexandria 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.

Alexandria Instructional Site Mission. Northwestern State University Alexandria Instructional Site is a responsive, student-oriented institution that is committed to the creation, dissemination, and acquisition of knowledge through teaching, and service. The Alexandria Instructional Site serves the Central Louisiana Region and contributes to the overall education, development, and experiences of students by locally offering support services as well as courses through various delivery methods to include face-to-face, compressed video, and online delivery, which contribute to the workforce needs of our employers and community.

Methodology: The assessment process includes:

- (1) Data from assessment tools (direct & indirect and quantitative & 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 the Vice President of Technology, Innovation, and Economic Development;
- (4) Individual meetings will be held with staff as required to address identified 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.

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Alexandria Instructional Site

Service Outcomes:

SO 1. The Alexandria Instructional Site will ensure all exam-proctoring requests are met for students in the Region.

Measure 1.1 Alexandria Instructional Site complies that 100% of proctoring requests are met each semester with the use of the Electronic Proctor Request Form - Appendix A

Finding: Target was Not Met.

Proctoring Results	Requests	Serviced	Student Survey Proctoring Satisfaction	Goal: Service Satisfaction 100%
SY 2017-18	2963	2870	65% (160/246)	Very Satisfied
Fall/Spring 2018-19	2305	2004	70% (77/110)	Very Satisfied

Analysis: In 2017- 2018, the target was met. Based on the analysis of the 2017-2018 results we dug deeper into the proctoring procedures of meeting proctored exams. The investigation identified proctoring requests from off campus locations were causing the data to appear less than 100% satisfaction. Based on this information in 2018-2019 the target was not met. A closer analysis of the proctoring requests revealed that Alexandria was meeting on campus proctor requests at 96%. Data accounted for 2305 proctor requests. Out of these total requests, 219 were generated by “off campus” (not Alexandria registered) students. This left 2086 actual requests generated by students that were registered with the Alexandria campus. Only 82 requests were not approved for proctoring due to the time requested or the session was at full capacity. This is a 96% success rate in meeting student proctoring requests at Alexandria. These 82 students were offered alternative times but declined.

The identified 219 requests that were “off campus” ended up cancelling, requested proctoring with another instructional site, or found out that they didn’t need to have the exam proctored. Removing these requests from the overall count reflects a valid number of students needing the proctoring service at the instructional site which they attend.

In addition to clarifying the valid proctoring count, Alexandria instructional site experienced a faculty shortage for the first time with proctoring services and had to request additional personnel from the NSU main campus to be able to meet all the

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proctoring requests granted.

Decision, action or recommendation: In 2018-2019 the target was not met. Based on the analysis of these results, in 2019-2020 the following changes will be implemented. The Alexandria Instructional Site will track all valid proctoring requests, those met as well as those that were changed or cancelled with a target goal of 100% satisfaction while closely monitoring requests that generate from “off campus” students. In addition, Alexandria will begin exploring opportunities to employ additional support for peak testing times in order to accommodate all proctor requests so that alternative times can be accommodating for all students thus avoiding 82 un-proctored exams.

SO 2. The Alexandria Instructional Site ensures an increase in student enrollment each academic year.

Measure 2.1. The Alexandria Instructional Site complies with University Student enrollment goals of a 5% increase in enrollment each academic year.

Finding: Target was Not Met.

Student Enrollment	Enrollment History	Current Enrollment	Goal: 5% Increase
SY 2015-16	361		379
Sy 2016-17	445		467
Sy 2017-18	690		724
Summer 2018		118	
Fall 2018		294	
Spring 2019		276	
Total 2018-19		688	722

Analysis: In 2017-2018 the target was met. Based on the analysis of the 2017-2018 results we determined we needed to increase our campus facilities to accommodate the growing population. Based on these increases in 2018-2019 the target was not met. The Alexandria Instructional Site was able to expand its campus to incorporate all the classrooms and buildings at its present location. However, data analysis reflected a decline in student enrollment. Summer 2018 had an unusual growth at 60% but soon lost the growth to a 3.9% decline in the Fall and a 12.7% decline in the Spring.

Decision, action or recommendation: In 2018-2019 the target was not met. Based on the analysis of these results in 2019-2020 Alexandria will work more closely with University Recruiting to market the opportunities available at this NSU Alexandria instructional site. With the expansion of the physical facility space and collaborating with recruiting, Alexandria instructional site plans to host more high school dual

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enrollment classes with the local and surrounding high schools. This opportunity provides potential high school students the opportunity to be on campus and prime targets for college transfer. In addition, the instructional site has organized community involvement with local health care providers and manufacturing employers with initiatives such as job shadowing and career fairs to gain exposure in the local community. Enrollment target for 2019-2020 at 722 is established.

Measure 2.2. The Alexandria Instruction Site associates a direct correlation in student enrollment with “Excellent” Overall Quality of Experience. The Alexandria Instruction Site monitors overall quality of experience with a Student Services Survey, Appendix B. The Alexandria Instruction site complies with this Student Outcome with a 100% target satisfaction rate.

Finding: Target was Not Met.

Rating	Overall Quality of Experience		
	Sy 2017-18	Fall 2018	Spring 2019
Excellent	43.9%	30%	41.25%
Good	39.8%	50%	41.25%
Average	12.2%	20%	12.5%
Below Average	2.4%	0%	2.5%
Poor	1.6%	0%	2.5%
Total Surveys	246	30	80

Common Topics	More Accommodating	Clearer Communication	Campus Cleanliness	More Hands-on	Distance Learning	Misc.
SY 2017-18	10	5	2	2	8	5
Fall 2018	4	1	0	0	2	1
Spring 2019	22	2	0	0	3	5

Analysis: In 2017-18 the target was not met. Based on the analysis of the 2017-2018 results we provided Laptops for check out and allowed printing in the computer lab even during testing sessions. Students suggestions indicated these two roadblocks were a primary concern to academic success. Based on these actions in 2018-2019, Alexandria target was not met. The instructional site increased its facility size by adding more buildings and rooms for classes, laptops were provided for check out, and printing was available during testing. This year’s suggestions did not focus on the face to face

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concern but included a strong demand for a coffee bar and food service.

Decision, action or recommendation: In 2018-19 the target was not met. Based on the analysis of these results in 2019-2020 the following changes will be initiated. We are assessing our new classroom space for additional locations for printing availability. In response to the request for “food services” on campus, the request has been forwarded to Supervision at main campus to review possible funding for a coffee and food service café in place of vending machines for student use. The goal of attaining 100% satisfaction for 2019-2020 is established.

SO 3. The Alexandria Instructional Site Unit will ensure an increase in student awareness of and satisfaction with support services available to them at the Alexandria Instructional Site.

Measure 3.1 Alexandria Instructional Site will garner 100% Student Awareness of support services available to them at the Alexandria Instructional Site.
Survey, Appendix B

Finding: Target was Not Met.

	Not Aware at All		Somewhat Aware		Very Aware	
	Sy 2017-18	SY 2018-19	Sy 2017-18	SY 2018-19	Sy 2017-18	SY 2018-19
General Awareness that Services Exist	13%	14.5%	39.5%	41.8%	47.5%	43.6%
Advising/Registration Services	13.5%	12.7%	26%	26.3%	60.5%	60.9%
Assistance with Financial Aid	22.5%	28.2%	28%	30.9%	49.5%	40.9%
Computer Lab	4%	2%	5.5%	6.4%	90.5%	91.8%
Proctoring Services	.5%	2%	13.5%	12.7%	51.8%	85.4%

Analysis: In the 2017-18, the target was not met. Based upon the analysis of the 2017-18 results, Alexandria made a conscious effort to advertise student services offered by posting classroom flyers throughout the building, classroom presentations by the professors, and commercials display on digital monitors within the complex. Based on these actions in 2018-2019 the target was not met. During the summer 2018, major renovation commenced at this campus with the hosting tenant first removing all in-house digital monitors from the building. The renovation included the addition of several buildings to the campus, new staff, and new staff in-servicing. The faculty was informed of the campus changes in digital resources for advertising student services. In addition, all staff received in-servicing on the importance of the satisfaction survey and its correlation to student success. As a result of these campus renovations, loss of the digital resources

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has made it necessary to share information gathered from these surveys by way of faculty meetings.

Decision, action or recommendation: In 2018-19 the target was not met. Based on the analysis of these results in 2019-2020 the following changes will be initiated. Alexander Instruction site is in the process of identifying a funding sources to purchase new monitors for the commons area. In the interim, administration will monitor and remind faculty of the importance of quality communication between faculty members and students to stay informed and abreast of events at this site. We believe that once our new staff has had the opportunity to get acclimated, we will have better results on getting the information out to our students. The goal to attain 100% student awareness with all services offered at the Alexandria Instructional Site is set for the 2019-2020 academic year.

Measure 3.2. Alexandria Instructional Site will achieve 100% satisfaction rating of support services rendered. The Site monitors awareness and satisfaction with support services with a Student Services Survey, Appendix B.

Finding: Target was Not Met.

Services	Very Dissatisfied		Dissatisfied		Neutral/Does Not Apply		Somewhat Satisfied		Satisfied	
	SY 2017-18	Sy 2018-19	SY 2017-18	Sy 2018-19	SY 2017-18	Sy 2018-19	SY 2017-18	Sy 2018-19	SY 2017-18	Sy 2018-19
Advising/Registration	1.5%	0%	3.5%	6%	23.5%	25%	21.5%	25%	50%	43%
Assistance w/Financial Aid	3%	3%	4%	9%	43.5%	42%	15.5%	17%	34%	29%
Computer Lab	3%	8%	2.5%	7%	11%	7%	10%	19%	73.5%	58%
Proctoring	0.5%	0%	1.5%	3%	22.5%	18%	10%	8%	65.5%	70%

Analysis: In 2017-2018 the target was not met. Based on the analysis of 2017-2018 results, the Alexandria Instructional Site focused on concerns with Financial Aid Assistance and Advising/Registration. We were determined to make a change in the quality of service. Efforts involved the Alexandria campus Director reaching out to the main campus departments for help. Both the Advising/Registration and Financial Aid Services coordinating on-site appointments with students. Based on these actions in 2018-2019 the target was not met. A scheduled date was set for each of the Fall and Spring semesters during the peak registration time. This was only a one-time event during each semester. One Advisor and one Financial Aid assistant set up in a temporary location and met with students.

Satisfaction in these two focus areas further declined. Advising/Registration dropped from 71.5% (Satisfied+Somewhat Satisfied) to 68% and Assistance with Financial Aid dropped from 49.5% to 46%. Analysis of the overall results reflect a decline in student satisfaction with support services with exception of Proctoring.

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Decision, action or recommendation: In 2018-19 the target was not met. Based on the analysis of these results in 2019-2020 the following changes will be initiated. Arrangements will be made for the main campus staff to come to the Alexandria campus to meet with students and provide Advising, Registration, and Financial Aid services on a rotating basis throughout the semesters targeting the peak times. Computer Lab concerns are being addressed through SO2.2 as the advising team develops a schematic for the new facility additions. An additional concern for Alexandria is the decline in the number of survey responses as well. During 2017-2018, 40% of the students responded to the satisfaction survey. This year 19% responded. Adjustment in the timing of the Fall distribution of the satisfaction survey is under review with a target goal of 100% satisfaction.

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

- Deeper dig into proctoring of exams to meet the 100% goal. Identified students that were registering for proctoring service but were not registered to take classes at the Alexandria site. Removing these students from the official count reflects a 96% success rate.
- Expansion of the campus facilities to incorporate all the structures at this location.
- Based upon student feedback, laptops were made available for check out and special arrangements were made for printing in the computer lab even during testing sessions to accommodate student academic needs.
- Alexandria made a conscious effort to advertise student services offered by posting classroom flyers throughout the building, classroom presentations by the professors, and informational sessions. Beginning Summer 2018, major renovation commenced at this campus. New staff was hired, new staff training, and loss of in-house digital monitors due to the expansion.
- In efforts to support student financial assistance and registration needs, the instructional site reached out to the main campus for these departments to come to the Alexandria site to assist students with advising, registration, and financial aid. Satisfaction results declined.

Plan of action moving forward.

Moving into the 2019-2020 academic year, the Alexandria Instructional Site will track all valid proctoring requests, while closely monitoring requests that generate from “off campus” students. In addition, Alexandria will begin exploring opportunities to employ additional support for peak testing times in order to accommodate all proctor requests so that alternative times can be accommodating.

With the incorporation of all structures at the campus location comes the opportunity for increased foot traffic. Alexandria instructional site will open the doors to increased

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local high school dual enrollment classes, provide an alternative location for high school End Of Course exams, and host organized community involvement with local health care providers and manufacturing employers. The goal is increased exposure to the community and potential increased enrollments. In addition, the ongoing process to accommodate student academic needs encourages the instructional site to configure space for computer and printing access during testing. A new request has surfaced with the additional space and that is the request for food services on campus. The instructional site has already gathered a committee to research the possibilities and costs, the request has been forwarded to supervision at main campus.

The loss of the in-house digital monitors initially stifled a major means of communication with students within the campus facilities. Currently investigating funding sources and possible grants available to replace digital monitors throughout the facility. During the interim, the instructional site will rely on posted flyers, notification by instructors during class, student email, and social media to communicate information to students.

Finally, the Alexandria instructional site will coordinate additional staff assistance from the main campus for Financial Aid and Advising needs. The 2019-2020 academic year will focus on smoothing out the procedure to provide a more consistent quality of service during peak registration times throughout the academic year.