

Assessment Cycle 2018 – 2019

Leesville Instructional Site

Division or Department: TIED

Prepared by: Martha Koury and Suzette Hadden

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Approved by: Dr. Darlene Williams

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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 (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.

Assessment Cycle 2018 – 2019

Leesville Instructional Site

Service Outcomes:

SO 1. The Leesville Instructional Site ensures an increase in student enrollment each academic year.

Measure 1.1. The Leesville 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 2016-17	540		567
SY 2017-18	789(467)		828(490)
Summer 2018		31	
Fall 2018		231	
Spring 2019		181	
Total 2018-19		443	465

Analysis: In 2017-18, the target was met. Based upon the analysis of the 2017-2018 results we questioned how this instructional site gained 249 students. Based on this action in 2018-2019 the target was not met. A closer analysis of the data used 2017-18 revealed Leesville did not meet their target goal of 567 with 828 students. A committee recalculated the data using the 14-Day count for the 2017-2018 academic year and found that the data was reported in two different methods. It is recommended procedure to use the 14-day count for enrollment; therefore, the 14-day count data shows Leesville instructional site 100 students shy of the target goal of 567. Based on this recalculation, Leesville Instructional Site did not meet their corrected enrollment goal of 490. Leesville sought to increase growth by adjusting courses that would better align with the most prevalent degree plans at their site and increase community awareness of their operations through increased Marketing and Branding of NSU at Leesville.

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. We have corrected our data collection and analysis process for accurate measures. We are collaborating with key departments on main campus to offer additional face to face courses on a rotational basis in the areas of Health and Exercise Science, Computer Information Systems, Elementary Education, and Engineering. We hope to add these degrees to our upcoming Memorandum of Understanding MOU update so that we can advertise these programs and courses with the end goal of increased enrollment. The enrollment goal for 2019-2020 is set at 465 total students.

Assessment Cycle 2018 – 2019

Measure 1.2. The Leesville Instructional Site associates an in-direct correlation in student enrollment with Outreach efforts in the community. The Leesville Instruction Site targets Local Marketing and Other to increase student enrollment by 5% each academic year. Student Survey, Appendix B.

Finding: Target was Not Met.

Media Source	SY 2017-18	Fall 2018	Spring 2019
Friend/Family	25.7%	39.1%	41.3%
Internet Search	12%	14.0%	15.22%
Local Marketing	7.8%	12.5%	4.35%
High School	16.2%	0.00%	0.00%
College/Career Fair	12.6%	17.2%	17.39%
Other	25.7%	17.2%	21.74%

“Other”	SY 2017-18	Fall 2018	Spring 2019
Ft. Polk Info Mtg	N/A	2	4
Drove by Site	N/A	2	1
Counselor/Dual Enrollment	N/A	1	2
Word of Mouth	N/A	2	0
Native Resident	N/A	1	1
Previously Attended	N/A	2	1
Social Media	N/A	0	1

Analysis: In 2017-2018 the target was met. Based on the analysis of the 2017-2018 data, we increased our participation in local Marketing and changed the survey tool to clarify what students were considering as “Other” resources and eliminated High School as a choice since Leesville provides College/Career Fairs at the local high schools. Based on these actions in 2018-2019 the target was not met. Analysis of the data reflected no change in the resources used to determine college choice selection of higher education institutions. The results did provide clarification of what resources were used when respondents selected “Other”. Based upon the analysis of the 2018-2019 data, Family/Friend forged ahead as the primary resource with 41.3%. The “Other” category increased to 21.7% and thus supports our decision to further clarify this category.

Breakdown of “other” indicates that military briefings proved to be a potential recruiter of NSU students. Comments solicited from the students showed 11% who selected “other” received information from the briefings presented at military orientation. Another 8.0% identified themselves as living in the area and just knew about NSU while 7% commented that they were already students at the Leesville campus. It was interesting that one person commented that she used social media to find information about the school offerings. This social media comment was an outlet that has not been considered until this time.

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 increase emphasis on military

Assessment Cycle 2018 – 2019

briefings, secure approval of the updated MOU with Ft. Polk and increase our internet footprint by designating a campus employee to monitor and post campus news and activity on social media sites. With a focused emphasis on internet and social media resources used by our technology proficient generations, we can encourage all students to join a social media outlet and share information with friends and family to meet a target goal increase of 5% for 2019-2020.

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

Measure 2.1. The Leesville Instructional Site complies with University Student enrollment goals of a 5% increase in enrollment each academic year with our military-affiliated students attending the Leesville and Barksdale instructional sites.

Finding: Target was Not Met.

Student Enrollment		Enrollment History		Current Enrollment		Goal: 5% Increase	
		Ft. Polk	BAFB	Ft. Polk	BAFB	Ft. Polk	BAFB
	Sy 2016-17	286	285				
	SY 2017-18	459	447				
	Summer 2018			27	93		
	Fall 2018			221	165		
	Spring 2019			206	138		
						477	416
	Total 2018-19			454	396		

Analysis: In 2017-2018 the target was met. Based on the analysis of the 2017-2018 results, Leesville/Ft. Polk and Barksdale instructional sites recognized a need for more public awareness of NSU’s presence in the community. Both the Leesville/Ft. Polk and Barksdale locations focused on community exposure of NSU’s presence by attending community events hosted by the Chamber of Commerce, local school districts, and business partners. Barksdale instructional site partnered with specific campus departments, Computer Information System, and increased media coverage in the local area by posting billboards, sponsoring military base events, and attending business ribbon cuttings welcoming new businesses into the local community. Based on these actions in 2018-2019 the target was not met. Despite the effort to bring community awareness of NSU’s presences, business events and recruiting opportunities still received individual comments of surprise that this university was in the local area.

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 partner with the local

Assessment Cycle 2018 – 2019

community through outreach and event participation. Both locations will be present at their respective Chamber events and expand our recruiting opportunities to include Articulation workshops for local high school counselors. Barksdale is extending its campus partners to include the Engineering/Technology and Radiological Science (staying within our MOU). Both instructional sites plan to work more closely with the campus Marketing and Branding office for strategic exposure in the local areas with a special focus on graduating military high school seniors and military spouses. Target goal of 477 and 416, Ft. Polk and Barksdale respectively, is set.

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. Initial collection of Leesville Student Survey - Fall 2017 through Spring 2018 for baseline information results to determine the most effective means of outreach during an academic year.

Measure 3.2. Determine if the current use of media campaigns, high school visits, and college and career fairs are effective sources of media resources so additional use of those means can be planned.

Note. Based upon 2017-2018 data results and analysis, this Student Outcome was a duplicate of the information being collected in SO1, 1.2. Both Student Outcomes were targeting resources students were using to determine which college to attend following high school as well as targeting military members at Ft. Polk to attend the Leesville instructional site versus another online program. This information has been combined within the survey analysis of SO1, 1.2 to better focus attention to those resources most used to make higher education attendance. *This SO will be removed for the 2019-2020 academic year and the data is combined with SO1, 1.2.*

SO 4. The Leesville Instructional Site will ensure course offerings are accommodating academic needs of the diverse student population in which we serve.

Measure 4.1. The Leesville Instructional Site identifies a direct correlation between student enrollment and student satisfaction with the course offerings at this location. The Leesville Instructional Site ensures 100% satisfaction with course offerings as indicated by a Student Survey.

Finding: Target was Not Met.

Assessment Cycle 2018 – 2019

Student Status Data

Category	SY 2017-2018	Fall 2018	Spring 2019
Civilian	36	29	29
Active Duty	24	1	1
Military Spouse	N/A	17	9
Military Dependent	N/A	6	3
Veteran	N/A	11	4

Overall Satisfaction with Class Offering

	Excellent (Extreme Satisfied)	Good	Average (Satisfied)	Below Average	Poor (Not Satisfied)
2016-2017	56.86	31.37	9.8	1.96	0.00
2017-2018	51.36	28.5	14.69	4.41	1.89
2018-2019	36%		59%		5%
Change	decline		increased		increased

Analysis: In 2017-2018, the target was met. Based on the analysis of the 2017-2018 results Leesville changed the course offerings. We expanded course offerings and times that classes were offered, added additional core courses during the day hours and changed many of the night course offerings to one night a week for student convenience. Furthermore, survey response options were shortened to three satisfaction choices to provide stronger satisfaction results with class offerings. Based on these actions in 2018-2019 the target was not met.

The 2018-2019 results clearly reflect a decline in Excellent satisfaction with class offerings. By allowing only three categories, it is evident that the population is satisfied but improvements can be made. However, when considering the Student Status Data, Leesville can determine if the responding student population is civilian or military affiliated. This identification is important because the opportunities for taking classes differs for civilians compared to active military and their families. Our data reflects 53% were civilians, 2% were Active Duty, 32% Military Spouse/Dependent, and 14% Veteran. According to this information it does not appear that these course changes recommended from the satisfaction survey is not making the impact that was anticipated. More data is necessary to be able to reflect a larger population of the campus.

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 initiated. An increase in survey responses is needed. Flyers will be posted throughout the campus to encourage student participation, specifically in all computer labs. An e-mail reminder from the Campus Director will be sent to all Leesville Site instructors asking them to remind students to participate, and to the

Assessment Cycle 2018 – 2019

students for as a last-minute push to participate once the surveys have been sent out. By increasing the number of responses, we will be better able to determine if the changes made to the class offerings is headed in a positive direction and obtain a target goal of 100% satisfaction.

Measure 4.2. Accommodate 100% of student course offering needs as expressed on Leesville Instructional Site Evaluation Student Survey.

Finding: Target was Not Met.

Preferred Class Time

Time Preference	SY 2017-2018	Fall 2018	Spring 2019
Morning	45%	56.3%	52.17%
Afternoon	22.3%	15.6%	19.57%
Evening	9.9%	7.8%	13.04%
No Preference	22.7%	20.3%	15.22%

Preferred Class Delivery

Preferred Delivery	SY 2017-2018	Fall 2018	Spring 2019
Online	15.7%	14.0%	10.87%
Face to Face	80.8%	81.3%	89.13%
Video Conference	3.5%	4.7%	0.00%

Analysis: In 2017-2018 the target was met. Based on the analysis of the 2017-2018 results we hired new adjunct faculty to expand the morning, face-to-face course offerings. We reworked our main campus logistics to resource ways to utilize the distance learning equipment and deliver core courses during the day that were traditional taught only at night. We developed “out of the box” schedules of using “A” and “B” term classes to deliver classes back to back during the day hours to aid students in obtaining full day time class schedules. Based on these actions in 2018-2019 the target was not met. Student requests to have morning classes and the “No Preference” time option declined. When coupled with the increase in Face to Face class delivery, the 2018-2019 data reflects a satisfaction in the changes offered by Leesville site class scheduling. A significant majority of the respondents continue to prefer the Face to Face class delivery with an increase preference in the afternoon and evening offerings. Comments offered by students suggest the dissatisfaction with video conference is that the technology break downs: sound, internet freezing up, and noise from other locations transmitting during the lesson presentation. Comments to improve course offerings include safety concerns for students staying late without security to their vehicles, wider variety of classes offered and not just core classes, and options for SIM Clinicals in the Leesville location. Again, more data is required to be able to accurately and definitively determine if the changes made in 2018-2019 curriculum offerings are going to garner the positive impact expected and increase student enrollment.

Assessment Cycle 2018 – 2019

Decision, action or recommendation: In 2018-2019 the target was not met. The Leesville Instructional Site will provide a variety of educational opportunities to support enrollment/retention and student success with a large focus on Face to Face classes during the morning hours. A new measure we plan to implement is the offering of face to face courses at the Education Center at Fort Polk. We will work with the ESO at Fort Polk to designate which courses are in demand for their on-post population and thus expanding our overall face to face course offerings to hopefully serve an even larger market. We will retain course schedules in efforts to compare course offerings with survey assessment results. These records are maintained to help look at the overall picture in creating future academic schedules that line up with student academic goals in order to accommodate 100% of student course offering needs.

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

- Leesville increased growth by adjusting courses that would better align with the most prevalent degree plans at their site and increase community awareness of their operations through increased Marketing and Branding of NSU at Leesville.
- We increased our participation in local Marketing and changed the survey tool to clarify what students were considering as “Other” resources and removed High school as a recruiting source since Leesville conducts College/Career Fairs at the local high schools.
- Attended community events hosted by the Chamber of Commerce, local school districts, and business partners to expand community awareness of NSU presence. Barksdale instructional site partnered with campus departments, Computer Information System, and increased media coverage in the local area by posting billboards, sponsoring military base events, and attending business ribbon cuttings welcoming new businesses into the local community.
- SO3 this Student Outcome was a duplicate of the information being collected in SO1, 1.2. Both Student Outcomes were targeting resources students were using to determine which college to attend following high school as well as targeting military members at Ft. Polk to attend the Leesville instructional site versus another online program. This information has been combined within the survey analysis of SO1, 1.2 to better focus attention to those resources most used to make higher education attendance.
This SO will be removed for the 2019-2020 academic year and the data is combined with SO1, 1.2.
- Leesville implemented expanded course offerings and times that classes were offered, added additional core courses during the day hours and changed many of the night course offerings to one night a week for student convenience for the 2018-2019 academic year. Student survey was adjusted to narrow the classification of the type of student answering the survey. This help distinguish who and how course adjustments should be conducted in order to accommodate the difference in needs between active duty military and their dependents and civilians.
- New staff was hired to provide more face to face and morning classes. We utilized distance learning equipment and delivered core courses during the day that were

Assessment Cycle 2018 – 2019

traditional taught only at night. We developed “out of the box” schedules of using “A” and “B” term classes to deliver classes back to back during the day hours to aid students in obtaining full day time class schedules.

Plan of action moving forward.

Moving forward into 2019-2020, the Leesville Instructional Site will be collaborating with key departments on main campus to offer additional face to face courses in the areas of Health and Exercise Science, computer Information Systems, Elementary Education, and Engineering. These programs are proposed additions to the military MOU update and pending approval, will begin advertising the offerings for Fall 2019 semester.

Corrections have been made to the data collection process for student enrollment. The 14-Class Day Enrollment Count provided by our Information Technology and submitted to the Board of Supervisors for State Colleges and Universities will be the primary source of enrollment data and is consistent with state requirements.

Both the Leesville/Ft. Polk and Barksdale AFB locations will partner with the local community businesses and Chamber of Commerce to develop stronger partnerships. Both locations will develop working relationships with the main campus departments (Marketing and Branding, Recruiting included) in efforts to bring other degree options into the military MOU as well as compressed video course offerings. We plan to increase our internet footprint by designating a campus employee to monitor and post campus news and activity on social media sites focusing more on our military spouses and graduating military high school seniors. Lastly, we will increase our military briefings at both Ft. Polk and Barksdale AFB for incoming personnel.

Finally, Leesville will survey students for satisfaction feedback and improvement input. Signage will be posted in the computer lab to remind students to complete the survey. Email blasts will be sent at least 2 weeks prior to the survey going live and instructors will provide last minute reminders to encourage student participation in our survey to determine if course offering changes are making a positive impact on student needs.