

Assessment Cycle 2019-2020

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 Met.

Proctoring Results	Requests	Serviced	Proctoring Satisfaction	Goal: Satisfaction 100%
SY 2017-18	2963	2870(96%)	65% (160/246)	Very Satisfied
SY 2018-19	2305	2004(87%)	70% (77/110)	Very Satisfied
Summer 2019	377	377 (100%)	N/A	Survey not available during summer
Fall 2019	1,625	1,625 (100%)	56% (56/100)	Very Satisfied
Spring 2020	Information Not Available	830	N/A	COVID_19

Analysis: In 2018 - 2019, the target was not met. Based on the analysis of the 2018 - 2019 results Alexandria Instruction Site dug deeper into the proctoring procedures and found that “off” campus students were included in the data. These students would not keep the appointments or contact the office to change them to a different location once they realized they had scheduled at the Alexandria site. In accordance with the plan of action for 2018-2019, in 2019-2020, Alexandria revised their tracking procedures and developed a more detailed collection tool to categorize the proctor requests. This tool separated requests originating from off campus locations. Proctor schedules were developed by adding our office staff to help monitor so that all requests could be accommodated. Even though a student may not be taking the majority of their hours with the Alexandria campus, we still accommodated them when services were requested thus reaching a larger population of NSU students than our enrollment reflects. Calls were made to those “off” campus requests to make sure they knew they had requested the Alexandria site. This allowed the staff to either cancel or schedule

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these students correctly. As a result, in 2019-2020 this effort provided the foundation to accommodate 100% of the proctoring requests. In addition, this process also provided insight that a large majority of our requests are from our Nursing and Allied Health students. In 2020-2021 the target will remain at 100% proctoring.

Decision, action, or recommendation: Based on the analysis of 2019-2020 results, in 2020-2021, the instructional site will maintain the 100% of all proctoring requests target for this measure. However this success is in jeopardy due to the changes implemented in the university's Nursing program testing protocols. We are looking closely at the number of nursing students and how the changes in their testing protocols may impact the proctoring requests at Alexandria. According to Fall 2019 and Spring 2020 data, about 82% of Alexandria's proctoring requests are from Nursing/Allied Health Students. During 2020-2021, Alexandria will focus on this group and investigate the impact change in testing protocol may have on this service.

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 2016-17	445		467
Sy 2017-18	690		724
Sy 2018-19	688		722
Summer 2019	(2018) 118	71	40% drop
Fall 2019	(2018) 294	277	6% drop
Spring 2020	(2019) 276	270	2% drop
Total 2019-20		618	648

Analysis: In 2018-2019, the target was not met. Based on the analysis of the 2018-2019 results, Alexandria completed the expansion project and opened their doors to the community. In accordance with the plan of action of 2018-2019, in 2019-2020, Alexandria teamed with University Recruiting to market the opportunities offered at the renovated site. The Recruiting office hosted recruiting receptions in the facility to publicize our expansion and presence in the area. We opened our doors to local high schools to use our facilities for dual enrollment courses and provide an alternate location for End of Course exams. We hosted local organized community involvement

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events with CLTCC in accordance with our articulation agreement and worked with private education providers that expressed an interest in utilizing our facility for testing, workshops, meetings, etc. Our campus space was shared with our own campus IT department to provide them with a location for in-servicing and invited our campus Police to survey the new additions for any possible security matters.

The efforts did gain the exposure we were looking for with our community. As we promoted the NSU/CLTCC agreement, some of our students started their continuing education with the local technical community college and then will transition later to NSU. High Schools, Nursing, Manufacturing Employers are contacting the facility for space use for conferences and testing. The marketing emphasis has gained community awareness and promoted community partnerships. While our hard count enrollment has taken a slight decline, this facility serviced a larger student population with a variety of student needs.

As a result, in 2019-2020 the target was not met. COVID-19 did negatively impact our ability to continue promotion of the facility usage. Total enrollment for the 2020-2021 academic year is 648.

Decision, action, or recommendation. Based on the analysis of the 2019-2020 results, in 2020-2021, the Alexandria Instructional Site will follow the plan of action set for 2019-2020 into 2020-2021 to meet the goal of 5% increase population. With the interruption of the Spring semester, our team believes we would have seen the increase in campus enrollment.

Measure 2.2. The Alexandria Instruction Site associates a direct correlation in student enrollment with “Excellent” Overall Quality of Experience. The Alexandria Instruction Site ensures 100% student satisfaction with Overall Quality of Experience as indicated by a Student Survey. Student Survey, Appendix B.

Finding: Target was NOT Met.

Rating	Overall Quality of Experience		
	Sy 2018-19	Fall 2019	Spring 2020
Excellent	38%	50.57%	N/A%
Good	44%	34.48%	N/A%
Average	14%	13.79%	N/A%
Below Average	2%	1.15%	N/A%
Poor	2%	0%	N/A%
Total Surveys	110	87	

(SY 2019-2020 Spring data was not available due to COVID-19)

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Student Comments for Improvements from Survey:

Common Topics	More Accommodating	Clearer Communication	Campus Cleanliness	More Hands-on	Distance Learning	Misc.
SY 2017-18	10	5	2	2	8	5
SY 2018-19	26	3	0	0	5	6
Fall 2019	19	1	0	0	3	3

(SY 2019-2020 Spring data was not available due to COVID-19)

Analysis: In 2018-19 the target was not met. Based on the analysis of the 2018-2019 results, the instructional site increased its facility size and reconfigured space for classrooms. Laptops were provided for check out and printing was available during testing. In accordance with the plan of action from 2018-2019, in 2019-2020, a computer and printing location was established for student use. In place of a coffee and food service café, due to funding, we improved our existing snack and beverage options through our contracted vendor and provided a designated area near the vending for a social area. In comparison of our Fall 2018 to Fall 2019 our overall Excellent satisfaction rate increased. More importantly, the number of students responding to the survey increased as well. We increased by 9% in the number of responses and improved our rate by 20.57 percentage points.

After further discussion and analysis of this Student Outcome, it is evident that this goal is not obtainable at 100% of the population surveyed will score Excellent. Furthermore, it is consistent that the number of students completing the survey when comparing the full year is becoming a greater challenge. While we have offered incentives such as T-shirts, mugs, logo buttons, to increase the number of responses, the survey responses are difficult to obtain. Reviewing response rates since 2017, typically less than 32% of the student population is responding to this survey.

Student option to comment on services that can be improved or added to the Alexandria site garnered less than 40% of total responses. An overwhelming 71% chose to skip this option than provide personal input.

As a result of these changes the target was not met, in 2020-2021 the target for 100% excellent response is adjusted to 80% with an expected response rate of 40% of the population responding overall.

Decision, action, or recommendation: Based on the analysis of the 2019-2020 results, in 2020-2021, Alexandria Instructional Site, due to disruption to our Spring 2020 semester, continues with the plan of action from 2018-2019 for 2020-2021 with one adjustment in our target goal. Because of the difficulty of obtaining a meaningful number of responses and the inability of achieving 100% satisfaction of every response at Excellence, we have adjusted our target goal to 80% Excellent rating. This will continue to target a high standard of excellence among the staff support to students with a reasonable rate of expectation.

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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 2019-20	Sy 2017-18	SY 2018-19	SY 2019-20	Sy 2017-18	SY 2018-19	SY 2019-20
General Awareness that Services Exist	13%	14.5%	11.49%	39.5%	41.8%	40.23%	47.5%	43.6%	48.28%
Advising/Registration Services	13.5%	12.7%	11.49%	26%	26.3%	28.74%	60.5%	60.9%	59.77%
Assistance with Financial Aid	22.5%	28.2%	12.64%	28%	30.9%	33.33%	49.5%	40.9%	54.02%
Computer Lab	4%	2%	1.15%	5.5%	6.4%	6.90%	90.5%	91.8%	91.95%
Proctoring Services	.5%	2%	2.30%	13.5%	12.7%	8.05%	51.8%	85.4%	89.66%

(SY 2019-2020 Spring data was not available due to COVID-19)

Analysis: In the 2018-19 the target was not met. Based on the analysis of the 2018-19 results, Alexandria made a conscious effort to advertise student services offered on campus. Following major facility renovations in the summer of 2018, the facility lost all their digital monitors throughout the building. In accordance with the plan of action of 2018-2019, in 2019-2020 Alexandria searched for funding sources to purchase new monitors for the commons area. Instead of gaining funds for this purchase, Alexandria lost approximately \$40K in potential revenue that was marketed for this purchase. Due to COVID-19 impact, sources for partnership and some financial gain did not occur. New faculty members were in-serviced about supportive services to the student and requested to help publicize dates when main campus support service staff is scheduled to be on campus. As a result of these changes the target was not met, in 2020-2021 the target will focus again at 100% awareness of support services available to students on campus.

Decision, action, or recommendation: Based on the analysis of the 2019-2020 results, in 2020-2021, the Alexandria Instructional Site will follow the 2019-2020 plan and continue to work towards 100% awareness of support services available to our students. Main campus has been contacted to schedule specific dates and these dates are pending at this time. Faculty and staff will again be asked to support the promotion of these services through their classroom presentations, posting on current monitors throughout the building, as well as announcements the week prior to the main campus support staff coming to our campus.

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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		Very Satisfied	
	SY	SY	SY	SY	SY	SY	SY	SY	SY	SY
	2018-19	2019-20	2018-19	2019-20	2018-19	2019-20	2018-19	2019-20	2018-19	2019-20
Advising/Registration	0%	0%	6%	3.5%	25%	31%	25%	18.4%	43%	47.1%
Financial Aid	3%	3.5%	9%	1.2%	42%	33%	17%	19.5%	29%	42.5%
Computer Lab	8%	2.3%	7%	4.6%	7%	5.75%	19%	17.2%	58%	70.1%
Proctoring	0%	1.2%	3%	1.2%	18%	16.1%	8%	17.2%	70%	64.4%

(SY 2019-2020 Spring data was not available due to COVID-19)

Analysis: In 2018-2019 the target was not met. Based on the analysis of 2018-2019 results, the Director of the Alexandria Site focused specifically on Financial Aid and Advising/Registration Assistance. In addition, the Director arranged assistance from the main campus designating specific dates that the support staff would be in Alexandria to assist students in these two targeted areas. In accordance with the plan of action in 2018-2019, in 2019-2020 the Director was able to coordinate two specific dates for the Fall and Spring course registration. As planned, specific schedules were built for the Registration and Financial Aid students scheduled for specific times. Financial Aid did see a significant increase in the number of Very Satisfied responses while Computer Lab support and Advising made modest gains. Surprisingly, Proctoring dropped slightly this semester. While this extra effort to have staffing from main campus on site to assist with Registration and Financial Aid, the satisfaction still fell short of 100%. As a result of these changes the target was not met.

Further analysis of this data indicates the real struggle is in obtaining a significant portion of the student population to complete the survey each semester. Additionally to the schedule visits with main campus staff, the Alexandria campus posted on White Boards, sent out email blasts, talked independently with students, and encouraged professors to provide class incentives if students would complete the survey. The numbers are less than 32% of the student population answering the survey over the last year and half. After long discussion, the Alexandria team feels an adjustment is necessary to this Student Outcome. We still value the satisfaction of the student with support services, an adjustment within reason was requested.

Decision, action, or recommendation: Based on the analysis of the 2019-2020

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results, in 2020-2021, the Alexandria Instruction Site struggles to achieve greater than 32% student population response rate to this survey. Recognizing that this is still a viable concern for our campus, we have adjusted the target rate to achieve an 80% overall satisfaction rating by the students with a target of 40% return rate on the survey.

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

Proctoring Requests

- Revised tracking procedures and developed detailed collection tool to categorize originating requests. Identified those from campus as to those “off” campus.
- Call made to “off” campus requests to secure scheduled proctoring

Increase Student Enrollment and Quality of Experience

- Teamed with University Recruiting to market opportunities using the renovated site
- Recruiting hosted receptions at facility to publicize the expansion and presence in the area
- Offered local high schools use of facilities for dual enrollment courses and alternate location for End of Course exams
- Hosted local organized community events with CLTCC
- Worked with private education providers in utilizing our facility for testing, workshops, meetings, etc.
- Provided campus classrooms for IT staff in-servicing
- Invited campus Police to survey new additions for security matters
- Established a computer and printing location for student use
- Identified a coffee and food service café and improved existing snack and beverage options

Awareness and Satisfaction with Support Services

- Search for funds to purchase new building monitors ended in a loss of \$40k due to COVID-19 impact
- Provided In-service to new faculty about support services and importance of providing information to students
- Coordinate two specific dates for main campus staff to come to Alexandria site to support students with Advising/Registration and Financial Aid

Plan of action moving forward.

Proctoring Requests

- Maintain current plan to determine impact of Nursing/Allied Health proctoring requirements to home testing.

Increase Student Enrollment and Quality of Experience

- Continue forward with the plan of action of 2019-2020 into 2020-2021 due to the

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Spring interruption with COVID-19.

- Request approved adjustment in achievement rating from 100% of all student responses to a realistic 80% of all student responses.
- Include a target rate of 40% of the total student population to respond. This is an increase over current average of 27% since Fall 2017 when this assessment began.

Awareness and Satisfaction with Support Services

- Continue forward with the plan of action of 2019-2020 due to the Spring interruption with COVID-19.
- Specific dates for main campus staff to provide support have been requested
- Faculty and Staff continue with in-service on providing support to the students, encouraged to provide promotions through their classrooms, posting throughout the building.
- Pending funding sources, purchase the additional building monitors to place throughout the facility.
- Request approved adjustment in achievement rating from 100% of all student responses to a realistic 80% of all student responses.
- Include a target rate of 40% of the total student population to respond. This is an increase over current average of 27% since Fall 2017 when this assessment began.