

## Assessment Cycle 2019 – 2020

### Leesville 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.

**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.

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## Leesville Instructional Site

### Service Outcomes:

**SO 1.** The Leesville Instructional Site complies with University Student enrollment goals of a 5% increase in enrollment each academic year. This Student Outcome 1.2 includes both Fort Polk's and Barksdale's military community.

**Measure 1.1.** The Leesville Instructional Site will maintain a 5% increase enrollment goal 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)
SY 2018-19	443		465
Summer 2019		23	
Fall 2019		218	
Spring 2020		198	
Total 2019-20		439	461

**Analysis:** In 2018-19, the target was not met. Based on the analysis of the 2018-2019 results, Leesville was collecting enrollment data through various means. After deeper research and the need for university continuity, the 14-day count provided by NSU Institutional Research was determined to be a consistent enrollment data tool that was also in line with the rest of the institution enrollment accountability. In accordance with the plan of action from 2019-2019, in 2019-2020, Leesville corrected this miscalculation and is strictly adhering to the 14-Day count for their instruction site enrollment. As a result, the 2019-2020 plan to increase growth by 5%, Leesville target growth rate of 465 was not met. In accordance with the plan of action, in 2019-2020 the instruction site offered 28 additional classes to the schedule, two face-to-face classes in the evening at the Ft. Polk location, and internet courses for Engineering Technology as well as compressed video courses for BSRS majors. Additionally, our revised Memorandum of Understanding with Fort Polk has been approved but the addendum to add degree plan offerings for Health and Exercise Science, Computer Information Systems, Elementary Education and Engineering have not been approved yet.

In addition to these changes, COVID-19 changed how the Spring 2020 semester would be completed. On March 16, 2020, all staff was assigned to home telework and the students converted to strictly online coursework. The total impact on student access to internet options impacted our B-Term registrations. As a result of these changes the target was not met.

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**Decision, action or recommendation:** Based on the analysis of the 2019-2020 results, in 2020-2021, Leesville Instructional Site will target student enrollment by focusing on services offered to our military community by accommodating services provided to the military community targeting specifically the dependents in order to increase student attendance. The instructional site will add four more classes to the face to face offerings at the military post. We are currently pursuing the Education Office to move forward with the MOU so that additional degree offerings can be added to our program. The target growth for 2020-2021 is set for 461.

**Measure 1.2.** The Leesville/Fort Polk and Barksdale Air Force Base satellite locations will maintain a 5% increase enrollment goal each academic year.

**Finding:** Target was 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				
SY 2018-19		454	396				
Summer 2019				35	62		
Fall 2019				218	142		
Spring 2020				337	125		
2020 Projection						477	416
Total 2019-2021 Projection				590	329	620	345

### Student Status Breakdown Data

Category	Fall 2019	Spring 2020
Active Duty (Self)	N/A	147
Military Active Dependent/Spouse	N/A	135
Veteran (VA/ Retiree & Dependents)	N/A	181

**Analysis:** In 2018-2019, the target was not met. Based on the analysis of the 2018-2019 results, both Fort Polk and Barksdale continued to witness the local military communities were not aware of NSU instructional facilities located in these areas. In accordance with the plan of action from 2018-2019, in 2019-2020, both instructional sites scheduled local Chamber presentations, reached out to High School Junior and Senior Counselors, and increased course

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offerings for the 2019-2020 academic year. Fall 2020 engagement with the local Chamber was minimal with the Barksdale site. Presentations were given at the Military Relations and Military Support Foundation Committee meetings, course offerings and semester schedule flyers were provided, Morning Blend and After-Hours Networking events were supported as a venue to share and distribute NSU information. Neither site was able to accomplish this interaction in the Spring semester due to the interruption with COVID-19 stay at home orders. Both instructional sites supported the local High School Counselors by scheduling welcome back to school meetings with Junior and Senior counselors in both Fall and Spring semesters, providing NSU Brochures, Admission Packets, and sharing contact information at High School Career and College events.

Leesville site increased total course offerings in the Fall by 13 and in the Spring by 15 classes. Additional face to face offerings increased by two additional face to face courses at Fort Polk Education Center and we have scheduled four more for Fall 2020. We were able to offer internet courses for Engineering Technology and two Compressed Video courses for BSRS, unfortunately, these courses did not have enough registrants for the classes to make. NSU Barksdale also offered an increase in Compressed Video courses which garnered an increase in the number of Fall nursing student attendance. Spring semester was interrupted, and all students reverted to online training. The institution supported as many students possible who were not able to continue with internet options.

In addition, both military education offices modified their requirement for NSU to track various categories of military affiliated students. (i.e. active duty, veterans, and dependents for each respective site) NSU technology department created a program that allows each site to input their military student by category and generate a report at the end of the semester for this purpose. This program was complete and ready for data by the end of Fall 2020 semester. This information refined our accountability of these military members and thus strengthened the accountability of our overall enrollment.

Memorandum of Understanding (MOU) for the Leesville site is still pending addendum approval to add Health and Exercise Science, Computer Information Systems, Elementary Education and Engineering degree programs. The Barksdale site is due for renewal at the end of this academic year. Both locations have included increased course offerings at their respective locations. Approval Pending. As a result of these changes the target was met. In 2020-2021 the target enrollment is set for 620, Leesville, and 345 at Barksdale.

**Decision, action, or recommendation:** Based on the analysis of the 2019-2020 results, in 2020-2021, Leesville and Barksdale sites will target the military dependents and veterans to increase overall military enrollment. Our MOU's are under review for addendum approval to add degree program options at Leesville/Ft. Polk and a renewal at Barksdale with the goal of adding more compressed video nursing classes over the next five years. It is recommended that both locations attempt again the plan from 2019-2020 with Chamber involvement and High School Counselor support. In addition, both locations will increase broadcast advertisements for online education in the local area. The State of Louisiana has approved increase internet access to rural areas within the state because of this COVID pandemic. We plan to captivate this opportunity.

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**SO 2.** The Leesville Instructional Site Unit will provide quality Student Services to support incoming students and military personnel.

**Measure 2.1.** Leesville Instructional Site will garner 100% Student Awareness of support services available to them at the Leesville/Ft. Polk Instructional Site. Survey, Appendix B

**Finding:** Target was NOT met.

	Not Aware at All		Somewhat Aware		Very Aware	
	SY 2018-2019	SY 2019-2020	SY 2018-2019	SY 2019-2020	SY 2018-2019	SY 2019-2020
General Awareness that Services Exist	15.5%	24.53% (13)	50.9%	32.08% (17)	31.8%	43.40% (23)
Advising/Registration Services	6.4%	16.98% (9)	25.5%	16.98% (9)	68.1%	66.04% (35)
Assistance with Financial Aid	20%	16.98% (9)	44.5%	26.42% (14)	35.4%	56.60% (30)
Computer Lab	3%	3.77% (2)	4%	3.77% (2)	94.5%	92.45% (49)
Proctoring Services	7%	7.55% (4)	11.8%	18.87% (10)	80.9%	73.58% (39)

(SY 2019-2020 includes only Fall 2019 data.)

**Analysis:** In 2018-2019, the target was not met. Based on the analysis of the 2018-2019 satisfaction survey results, data indicate that students were aware of our support services with exception to Financial Aid. Data indicates that the instructional site is doing a fair job of assisting students with Computer and Proctoring Exams services for a large majority of the students. To reach the target goal of 100%, in accordance with the plan of action from 208-2019, in 2019-2020, Leesville initiated a focused effort to notify students via email distribution, building monitor notification, and classroom announcements when support services were available on campus. We scheduled two dates with the Financial Aid Office per semester (beginning semester and start of B-Term) to come to campus and present to UNIV 1000 classes. They then would stay to answer questions following class. Our coordinator at the Ft. Polk office set up individual appointments to assist incoming and returning military students with questions from registration to financial aid assistance. As a result, in 2020-2021 the target was not met. While efforts with the spring registration and enrollment was successful, the opportunity to administer a Spring survey was not possible. As a result of these changes the target was not met. Target goal for 2020-2021 continues at 100%.

**Decision, action, or recommendation:** Based on the analysis of the 2019-2020 survey results, in 2020-2021, Leesville will promote the one-to-one service offered to our military personnel as well as increase advertisement and awareness of campus hours of operation to

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include one Saturday each month. The option for military and community to come to the campus for support on a Saturday will increase the opportunity to support those students that work during the weekday and are not able to reach the offices. A test run was attempted at the beginning of the Spring semester. The students that were able to come into the office for assistance did positively respond to this opportunity as anticipated. Our survey for the 2020-2021 academic year will change to include the awareness component for one to one service for the military as well as the extended Saturday for support services to the local community. We believe that this will improve the overall awareness and satisfaction with support services available at our campus and Ft. Polk office.

**SO 3:** The Leesville Instructional Site identifies a direct correlation between Overall Quality of Experience and Student Service Satisfaction to sustain and increase enrollment.

**Measure 3.1.** Accommodate 100% of student course offerings as expressed on the Leesville Instructional Site Evaluation Student Survey. Survey, Appendix B

**Finding:** Target was NOT met.

### Preferred Class Time

Time Preference	SY 2017-2018	SY 2018-2019	SY 2019-2020
Morning	45%	54.5%	54.7% (29)
Afternoon	22.3%	17.3%	16.9% (9)
Evening	9.9%	10%	11.32% (6)
No Preference	22.7%	18.2%	17% (9)

(SY 2019-2020 includes only Fall 2019 data.)

### Preferred Class Delivery

Preferred Delivery	SY 2017-2018	SY 2018-2019	SY 2019-2020
Online	15.7%	12.7%	17% (9)
Face to Face	80.8%	84.5%	79.3% (42)
Video Conference	3.5%	2.8%	3.8% (2)

(SY 2019-2020 includes only Fall 2019 data.)

### Overall Satisfaction with Class Offering

	Excellent (Extreme Satisfied)	Average (Satisfied)	Poor (Not Satisfied)
2016-2017	56.86	9.8	0.00
2017-2018	51.36	14.69	1.89
2018-2019	35.5%	59.1%	5%
2019-2020	26.4% (14)	64.2% (34)	9.4% (5)

(SY 2019-2020 includes only Fall 2019 data.)

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**Analysis:** The 2018-2019 target was not met. Based on the analysis of 2018-2019 results, the survey reflects a continued dominant preference of morning face-to-face courses. However, in accordance with the plan of action from 2018-2019, in 2019-2020, when reviewing actual class counts of the morning courses offered on campus, the enrollment did not increase despite the increase in classes offered. The Leesville site offered 13 more classes in the Fall and 15 for the Spring. We also offered internet classes for Engineering Technology as well as compressed video classes for BSRS majors. The increase in face-to-face courses at Ft. Polk did not cause an increase in student attendance either. As of this date, the MOU with Ft. Polk is still pending approval.

In response to our student comments to improve the site offerings, improvements to the compressed video equipment lacked university funding for the technology. Improvements for evening student security continues to need updating and lack of funding for exterior cameras are on hold. In the meantime, we increased evening walk-through by the local Parish Sheriff's office and fixed some lighting issues in the parking lot. We are still working on obtaining the SIM Clinicals for our nursing students in the Leesville area. As a result of these changes the target was not met.

**Decision, action, or recommendation:** Based on the analysis of 2019-2020 results this survey component is not a measurable source for student satisfaction and quality of experience, therefore; in 2020-2021 this Student Outcome will no longer exist as a standalone outcome. Class preferences and Time of offering is largely limited by funding for instructors and capacity at our facilities. Resources are outside of our control. Also, the military installation holds the final approval of the types of courses we can offer at their location based upon our MOU with the military Post. In 2020-2021 Leesville Instructional Site has decided that it will not monitor this student outcome to Accommodate 100% of student course offerings to improve student satisfaction at the Leesville/Ft. Polk campus. It will keep the Overall Satisfaction with Course Offerings and separate the locations to target increased satisfaction specific to the two locations.

**Measure 3.2.** The Leesville Instructional 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.

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### Overall Quality of Experience

Rating	Overall Quality of Experience		
	Sy 2018-19	Fall 2019	Spring 2020
Excellent	44.5%	39.6% (21)	N/A%
Good	40.9%	37.7% (20)	N/A%
Average	10.9%	15.1% (8)	N/A%
Below Average	2%	1.89% (1)	N/A%
Poor	2%	5.71% (3)	N/A%
<b>Total Surveys</b>	<b>110</b>	<b>53</b>	

(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 the 2018-2019 results, little more than 60% of the students are experiencing above average experiences at the Leesville/Ft. Polk instructional sites. The struggle with this outcome is the number of respondents that are completing the survey. There has been a decline in the number of responses each year since 2017. As a result, in accordance with the plan of action for 2018-2019, in 2019-2020, the Director implemented an in-class request to have students complete the survey before leaving class at the end of the semester. While this did not account for the students that drop before this date, it did provide an opportunity to increase the response rate. The fall semester garnered 53 responses. This is still a decrease from Fall 2018 (64) and Fall 2017 (60). It was anticipated that more would comply at the end of the Spring 2020 semester, unfortunately the Spring 2020 semester survey was not possible due to the COVID-19 pandemic and stay at home orders. Further discussion and analysis of this Student Outcome by our team realized that it is evident this goal is not obtainable at 100% of the population surveyed.

Analysis of the additional comments for improved services at the Leesville campus, two commented on special services directed toward nursing majors; five commented on needed support with Financial Aid; six commented on improved courtesy with campus directions, locations of special rooms; and 15 of the 22 comments responded with a request for various facility upgrades. Upgrades from building appearance to designated smoking area, larger desks, and offering of elective courses such as Spanish or Sign Language. While some of these recommendations can be considered, it is obvious upgrades requiring substantial funding will not be within the university budget at this time. As a result of these changes the target was not met.

**Decision, action, or recommendation:** Based on the analysis of the 2019-2020 survey results, in 2020-2021, Leesville will realign SO3 by heavily focusing on an increase in student responses to the survey. The instructional site will adjust the overall satisfaction with course offerings and overall quality of experience at Excellent to 80% of the responses. This target will continue to encourage the facility to gather student responses and provide data on the quality and satisfaction of courses offered each semester as compared to a response in general. It will also provide more definitive information for the success of courses offered to the military at Ft. Polk thus strengthen the MOU with the military.

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**SO 4.** The Leesville Instructional Site associates an in-direct correlation in student enrollment with Marketing Outreach efforts in the community. The Leesville Instruction Site targets Local Marketing and Other to support increase student enrollment. Student Survey, Appendix B.

**Measure 4.1** The Leesville Instructional Site will target key marketing sources to increase awareness of NSU’s presence and programs available to the community.

**Finding:** Target was Not met.

Media Source	SY 2017-18	SY 2018-2019	Fall 2019
Friend/Family	25.7%	40.2%	33.96%
Internet Search	12%	14.61%	20.75%
Local Marketing	7.8%	8.43%	13.21%
High School	16.2%	0.00%	0.00%
College/Career Fair	12.6%	17.3%	16.98%
Other	25.7%	19.47%	15.09%

“Other”	SY 2017-18	SY 2018-2019	Fall 2019
Ft. Polk Info Mtg	N/A	6	5
Drove by Site	N/A	3	2
Counselor/Dual Enrollment	N/A	3	0
Word of Mouth	N/A	2	0
Native Resident	N/A	2	0
Previously Attended	N/A	3	1
Social Media	N/A	1	0

**Analysis:** In 2018-2019, the target was not met. Based on the analysis of the 2018-2019 results, the survey focused on the “Other” category to determine how potential students were gathering information about institutions of higher learning in the Leesville/Ft. Polk area. Data identified the military post education briefings as the primary source of information for this category. In accordance with the plan of action from 2018-2019, in 2019-2020, the plan included an increase effort in supporting the military briefings at the post. We increased our weekly Friday briefs to twice weekly and included a brief for the “Newcomers” to the area. Of the 53 respondents to this survey, 15% (8 of 53 respondents) that selected “Other” did provide information that 63% (5 of 8) learned about NSU from the education briefs. In addition, we inquired several times about the status of our MOU but continue to hold for the military approval. Finally, we did assign a staff member to monitor and post on social media sites and update weekly with campus and course information. In addition, our library also created a Facebook page and is posting information each week as well. Based on the responses for the Fall survey, this did positively impact the areas of Internet Searches from 14% last year to 20% for the Fall. Spring 2020 survey was not available due to the COVID-19 stay at home order and all course work converting to online format. As a result of these changes the target was not met.

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**Decision, action, or recommendation:** Based on the analysis of the 2019-2020 results, in 2020-2021, the Leesville Instructional Site has decided not to continue this component of the survey. The information gained has been consistent the last two years. Most of our students are familiar with NSU in the local community because of Family and Friends. While our efforts to search alternative means to increase awareness have not gone to the side, we have learned that our military community is best served through the military briefs and the inclusion of the Newcomers brief is very beneficial. In addition, the targeted focus on the internet search via social media is proving to be a key source of spreading information to this upcoming generation. This category alone increased significantly within the one semester. Therefore, it is decided that this section of the survey be discontinued.

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

#### Increase 5% growth

- corrected official enrollment count to 14-day count provided by NSU Institutional Research
- Offered 28 additional classes to the Leesville schedule, internet courses for Engineering Technology, compressed video courses for BSRS, and added two face-to-face evening classes at Ft. Polk
- Spring 2020 was impacted by COVID-19 Stay at Home and conversion to online courses
- Scheduled local Chamber presentations to Military Relations Committee, Military Support Foundation Committee, attend Morning Blend and After-Hours Networking events with the Chamber.
- Supported local High School Junior and Senior Counselors with Welcome Back to School treats, NSU Brochures, Admission Packets and attending College and Career events.
- Modified current military student enrollment tracking for our education centers to include specific breakdown by Active Duty; Active Duty Dependents; Retirees/Veterans; Civilians.
- MOU at both locations still pending addendum approval for Ft. Polk and renewal for Barksdale Air Force Base. Both MOUs include expansion of courses at each location that can be offered to our military personnel.

#### Quality Student Services

- Focused effort to notify students via email distribution, building monitor notification, and classroom announcement when Financial Aid Officer would be available. Scheduled campus visits twice a semester, beginning and start of B-Term. Financial Aid Officer would give a brief to UNIV1000 classes and then stay for Q&A for all students.
- Individual appointments were scheduled for our military personnel and their dependents to assist with registration and financial aid assistance.

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### Student Satisfaction and Quality of Experience

- Added 13 classes in the Fall schedule and 15 in the Spring, to include compressed video for BSRs majors, internet classed for Engineering Technology, and two face-to-face classes at the Ft. Polk Education Center
- Unable to improve compressed video audio due to university funding
- Unable to provide safer environment for evening students due to university funding for exterior camera
- Partnered with local Sheriff department to increase walk arounds in the evening to help students to the parking lot safely
- Funding obtained to repair the lighting in the parking lot area
- Working on SIM Clinicals for our nursing students in the Leesville area
- Implemented request for students to complete Satisfaction Survey before leaving at the end of the semester

### Marketing Outreach

- Increased military education brief from every Friday to twice a week by including a brief to Newcomers to the post
- Assigned staff member duties to monitor and post on social media sites of updates with campus and course information on a weekly basis
- Library also created a social media site and is posting updates weekly

### **Plan of action moving forward.**

#### Increase 5% growth

- Focus on services offered to our military dependents and veterans at the military installations
- Add four more classes to the Ft. Polk site for military students
- Pursue the Education Office to move forward the MOU addendum approval at Ft. Polk and renewal MOU at Barksdale Air Force Base
- Attempt 2018-2019 plan with the local Chambers to present to committees and attend community events to promote NSU and gain awareness in the area
- Continue to support High School Junio and Senior counselors and attend as many college and career ready programs they offer to have presence in the local high school community at both the Ft. Polk and Barksdale Air Force Base areas
- Increase our NSU broadcast advertisement for online courses offered by NSU

### Quality Student Services

- Promote the one-to-one assistance to our military and their family
- Increase advertisement and awareness of campus hours to include the one Saturday a month opening in the Ft. Polk area
- Adjust the current survey to include a component to measure awareness of the one-to-one service for military and the Saturday opening for the community

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### Student Satisfaction and Quality of Experience

- This component to measure course preferences and delivery is not obtainable because of ties to funding that is controlled by the university. Leesville has decided to remove this component from the survey but maintain the component on Overall Satisfaction with Course Offerings as a part of Overall Quality of Experience.
- The Overall Quality of Experience and Satisfaction with Course Offerings is heavily dependent on student response rate. The instructional site will adjust the overall satisfaction with course offerings and overall quality of experience at Excellent to 80% of the responses.

### Marketing Outreach

- Leesville site has decided that this component of the survey is no longer necessary to continue after three years. It has been consistent that this community depends largely on family and friends as a means of gathering information about higher institutions. The internet is also becoming a primary source of information among the younger population and thus the transition to social media has proven to be a successful tool to promote our courses in the area. Ft. Polk provides a large captive audience for the weekly briefings and Newcomers briefs so that our military families have the information readily provided to meet their higher educational needs.