

Assessment Cycle 2020-2021

Student Union

Division or Department: The Student Experience

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Northwestern Mission. Northwestern State University is a responsive, student-oriented institution committed to acquiring, creating, and disseminating knowledge through innovative teaching, research, and service. With its certificate, undergraduate, and graduate programs, Northwestern State University prepares its increasingly diverse student population to contribute to an inclusive global community with a steadfast dedication to improving our region, state, and nation.

The Student Experience Mission Statement. The Student Experience provides the University community with programs and services to support the academic mission of creating, disseminating, and acquiring knowledge through teaching, research and service while empowering a diverse student population to achieve their highest educational potential. The Student Experience creates a stimulating and inclusive educational environment that is conducive to holistic personal growth. The commitment to students initiates prior to entrance, sustains throughout the college experience and continues beyond graduation. Enrollment Services provides equal access for education to potential students throughout the state and region and promotes economic stability and financial access to citizens. Student Affairs enhances student development and broadens intellectual, social, cultural, ethical and occupational growth. The Student Experience works closely with faculty, staff, students, and the community to ensure graduates have the capability to promote economic development and improvements in the region.

Student Affairs Mission. The Division of Student Affairs prepares students to be productive members of society and to improve the quality of life of students. Student Affairs provides support services in career development and placement, advocacy and accountability, academic support, mental and physical health, disability accommodations, student activities and organizations, student union life, and opportunities in leadership, community service, and programs for new students. Through hands-on involvement in programs and services, Student Affairs promotes personal development in a student-centered environment, which delivers innovative practices in an environment of respect. Student Affairs encourages integrity, diversity and collaboration with all members of the university community.

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Methodology: The assessment process includes:

- (1) The assessment process for the Student Union will be evaluated through multiple direct and indirect assessment tools;
- (2) The Director will analyze the data to determine whether the applicable outcomes are met and report to the Director of Student Affairs;
- (3) Results from the assessment will be discussed with the appropriate students and constituent groups;
- (4) The director, in collaboration with the area directors, will determine proposed changes to measurable outcomes, assessment tools for the next assessment period and, where needed, service changes.

Student Union Effectiveness

Service Outcomes:

SO 1. Enhance quality of campus life through educational, social, and cultural programs, services, and facilities.

Measure 1.1. Provide excellent customer service and ensure facility usage satisfaction of all patrons. Assessing the use of the Friedman Student Union and other campus facilities by students and patrons provides an indicator of the extent to which students and patrons are aware of spaces in the building(s) and in a general sense how those spaces meet their needs. Usage reports as well as attendance figures are generated monthly, quarterly, and annually and are compared to previous time-periods. These quantitative components are retained from one assessment cycle to the next and are used for comparative analysis of the services and facility usage through time. Success is defined at 80% or higher in terms of satisfaction of their overall experience based on question #6.

Finding: Target was met

Analysis:

In AC 2019-2020 the target was met. In AC 2019-2020, 29 individuals completed the Student Union Reservation survey and data indicated an overall satisfaction score of 100.00%. There were 2,781 bookings in the Union for the current assessment cycle. The Union has 18 reservable spaces for groups. Out of those 18 spaces, 67% of the bookings are done in the Ballroom, President's Room, Cane River Room, 320 and 221. 98.6% of respondents responded positively that the Student Union booking system/confirmation/pricing, contract/rules, and booking staff were reasonable, convenient, and helpful, respectively. Our newly updated EMS system helped streamline bookings for RSOs. In terms of location, building cleanliness, restroom cleanliness, and special requests, 98.6% responded positively. 96.6% of respondents

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are very likely or likely to recommend the rental of the Student Union in the future and 100% are very likely or likely to host another event themselves at the venue. Our reporting on satisfaction with the bathrooms went up to 93.3% satisfied in AC 2019-2020 as compared to 85.7% satisfied in AC 2018-2019.

Based on the analysis of the AC 2019-2020 results the following changes occurred in AC 2020-21. The Student Union Operations team provided the absolute best customer service possible. We worked with Red River Sanitors on cleanliness to help the satisfactory marks continue to go up. Due to most of our reservations being done in our large meeting rooms, we completed the new 200 seat meeting area. We moved forward with more painting, branding, and furniture replacement. Due to lack in funding, we were unable to replace all interior handrails in the lobby area, as well as refurbishing our 3rd floor stairwells, however funding became available for the construction of a brand new Esports Venue on the first floor of the Union.

As a result of these changes, in AC 2020-2021 the target was Met. In AC 2020-2021, 55 individuals completed the Student Union Reservation survey and data indicated an overall satisfaction score of 98.18%. There were 2,771 bookings in the Union for the current assessment cycle. The Union has 19 reservable spaces for groups. Out of those 19 spaces, 89% of the bookings occur in the Ballroom, Hendrick Room, President's Room, Cane River Room, 320 and 221. 98.18% of respondents responded positively that the Student Union booking system/confirmation/pricing, contract/rules, and booking staff were reasonable, convenient, and helpful, respectively. Our newly updated EMS system helped streamline bookings for RSOs. In terms of location, building cleanliness, restroom cleanliness, and special requests, 100.00% responded positively. 96.6% of respondents are very likely or likely to recommend the rental of the Student Union in the future and 98.18% are very likely or likely to host another event themselves at the venue. Our reporting on satisfaction with the bathrooms went up to 100.00% satisfied in AC 2020-2021 as compared to 93.3% satisfied in AC 2019-2020.

Decision, action or recommendation. In AC 2020-2021 the target was met

Based on the analysis of 2020-21 results, the following changes will occur for AC 2021-2022. We will strive to provide the absolute best customer service possible. We will work with Red River Sanitors on cleanliness to help the satisfactory marks continue to stay up. AC 2020-2021 was the first time we have ever received 100% satisfaction in cleanliness. While not under my purview, there were comments that the dining facilities need to be cleaned better. I will bring that to Sodexo's attention. Our new renovations have helped raise our satisfaction, and we will continue to push forward with more painting, branding, and furniture replacement. As funding comes available, we will try to replace the stairwells as well as enhance the handrails in the student union lobby.

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Measure 1.2. Foster diverse participation in campus activities and programs. Initiatives and programs are inclusive and embraces community members with diverse backgrounds and life experiences and supports the free and open exchange of ideas and civil discourse. University officials from a myriad of areas on campus collaborate each week to provide inclusive and diverse programming. With the exchange of ideas weekly, the accountability of fostering diversity within our programs is an ongoing initiative. Evidence of the adoptions of or the interaction with diversity related programs and departments will be a strategic indicator of success and will be documented in the weekly minutes. Our goal is to meet a minimum of 30 times per year.

Finding: Target was met

Analysis:

In AC 2019-2020 the target was met. In AC 2019-2020 the Student Programming committee met 37 times during the academic year. Our meetings consisted of 33 different individuals. Of those 33, 5 of them were non-committee members invited to the meetings to discuss special events. The meeting attendees represented areas of Student Life such as facility management, SGA, Greek Life, UPC and Student Activities; First Year Experience; Housing; Baptist Collegiate Ministries, intramurals and Athletics; Center for Inclusion and Diversity; Health Services, Academic Departments, Student Support Services, and non-University guests. We would meet to discuss programming and planning initiatives across campus. The committee visited with community and campus entities throughout the year to promote and support their initiatives and to foster collaboration.

Based on the analysis of AC 2019-2020 results, in AC 2020-2021 we invited new members, new departments, and guests to the committee meetings to foster collaboration and exchange of ideas among faculty, staff, students and our third-party partners to enrich the campus culture.

As a result of these changes, in AC 2020-2021 the target was met. In AC 2020-2021 the Student Programming committee met 39 times during the academic year. Our meetings consisted of 35 different individuals, both members of the committee and guests invited to the meetings to discuss special events. The meeting attendees represented areas of Student Life such as facility management, SGA, Greek Life, UPC and Student Activities; First Year Experience; Housing; Baptist Collegiate Ministries, intramurals, and Athletics; Center for Inclusion and Diversity; Health Services, International Student Resource Center, Alumni, ROTC, Academic Departments, Student Support Services, and non-University guests. We would meet to discuss programming and planning initiatives across campus. The committee visited with community and campus entities throughout the year to promote and support their initiatives and to foster collaboration. We also created a Calendar subcommittee that meets the first Wednesday of the month to focus on our calendar of events for the month. This helps us not over program and fill in gaps during the semester.

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Decision, action or recommendation. In AC 2020-2021 the target was met.

Based on the analysis of 2020-21 results, the following changes will occur for AC 2021-2022. We will invite new members, new departments, and guests to the committee meetings to foster collaboration and exchange of ideas among faculty, staff, students, and our third-party partners to enrich the campus culture. Our calendar subcommittee has given us insight into the value of collaboration and inclusivity. We will continue to evolve that group and invite new areas to the calendar meeting to be more transparent with our event planning initiatives.

Comprehensive Summary of Key evidence of improvement based on the analysis of results.

- We focused with Red River Sanitors on keeping our restrooms and high traffic areas cleaned, leading to our first ever 100% satisfaction rating. This was important, especially working through Covid protocols.
- We completed and fully opened the new Esports Venue and the Hendrick Room which added to the overall positive environment of the Student Union.
- We have continued to train our building managers to provide excellent customer service to our guests.
- We completed painting projects, NSU branding projects, and small improvements to the Union to enhance users' experience.
- We remained diligent, even during our WebEx Meetings, with our schedule to stay above our 30 meetings minimum. This led to better collaboration and better camaraderie between our committee members.
- The creation of the Calendar subcommittee will be a powerful tool to help the Student Programming Committee better serve the NSU student body.
- We also continued to invite new members, departments, and guests to our meetings. This helped our collaborative events run efficiently.

Plan of action moving forward.

Most importantly we will continue to work with our student building managers to continue bringing the best possible customer service to all our guests in the Union. We will push out the Union Satisfaction Survey to get the best possible results. We will continue to stay diligent with Red River to keep the bathrooms and building clean. Depending on funding, we will try to replace the handrails in the lobby area and refurbish the 3rd floor stairwells. We will invite new members, departments, and guests to our Student Programming committee meetings to foster collaboration and exchange of ideas among faculty, staff, students, and our third-party partners to enrich the campus culture.

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Source Map: *Minutes from meetings and focus groups; Facility Use Survey; Event Management System*