

Assessment Cycle 2025-2026

Student Union

Division or Department: The Student Experience

Prepared by: Scott Maggio

Date: May 19, 2026

Approved by: Reatha Cox

Date: June 5, 2026

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 conducive to holistic personal growth. The commitment to students initiates prior to entrance, sustains throughout the college experience, and continues beyond graduation. Enrollment Services provide equal access for education to potential students throughout the state and region and promote 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 can promote economic development and improvements in the region.

Methodology: The assessment process includes:

- The assessment process for the Student Union will be evaluated through multiple direct and indirect assessment tools.
- The Director will analyze the data to determine whether the applicable outcomes are met and report to the Vice President for the Student Experience.
- Results from the assessment will be discussed with the appropriate students and constituent groups.
- 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.

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Service Outcomes:

SO 1. Enhance quality of campus life through educational, social, and cultural programs by offering excellent customer service and facility management oversight.

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. Success is defined at 80% or higher in terms of satisfaction of their overall experience based on question #6. *DATA: Facility Use Survey*

Finding: Target was met.

Analysis.

In AC 2024-2025 the target was met. Customer service continued to remain a focus of the Student Union staff throughout the year. The Student Union staff utilized automated messages within the Event Management System (EMS) to confirm reservations and setups within the Student Union. The Student Union also focused on maintaining a visible staff presence during events and improving communication with patrons utilizing the facility.

Based on the analysis of the AC 2024-2025 results, the staff implemented the following changes in AC 2025-2026 to drive the cycle of improvement. The Student Union staff focused on improving communication and customer service throughout the reservation and event process. Staff members continued educating campus users on EMS procedures and reservation expectations while assisting student organizations and departments with navigating the reservation process. Staff also focused on improving operational efficiency through updated EMS account management and enhanced communication procedures related to camps and facility usage. Additional efforts were made to improve the appearance and functionality of the facility through room enhancements, signage updates, furniture rearrangement, and technology improvements.

As a result of these changes, in AC 2025-2026 the target was met. Sixteen respondents completed the Facility Use Survey. Question #6 yielded a 100% satisfaction rate with the Student Union as an event venue, with respondents indicating they were either satisfied or very satisfied with their overall experience. In addition, Question #7 and Question #8 demonstrated strong satisfaction and continued interest in utilizing the Student Union for future events. Survey feedback reflected positive experiences with the Student Union staff and student workers. Survey comments reflected positive experiences with the Student Union staff, with respondents indicating that staff members were helpful, responsive, and contributed positively to the overall event experience. Several respondents also provided recommendations for future improvements including additional room modernization, restroom cleanliness improvements, enhanced staff visibility during events, and technology enhancements within meeting spaces. The Student Union staff will utilize this feedback to continue improving services and facility operations.

Decision:

In AC 2025-2026 the target was met.

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Based on the analysis of the AC 2025-2026 results, the staff will implement the following changes in AC 2026-2027 to drive the cycle of improvement. The staff will implement customer service training refreshers for student workers and full-time staff to maintain high standards of customer support and event assistance. Additional efforts will be made to improve staff visibility during events through identifiable uniforms and increased operational oversight during major events. The Student Union staff will explore technology and aesthetic improvements in heavily utilized meeting spaces including Rooms 316, 320, 321, the President's Room, and Dean Leonard O. Nichols Blue Key Honor Society Room 221. The department will evaluate opportunities for updated furnishings, improved room presentation, and enhanced event technology as funding becomes available. To improve survey participation and feedback collection, the staff will implement additional survey distribution methods including QR code survey access and expanded follow-up communication after events. The Student Union staff will create the survey in July, with the graduate assistant sending weekly follow-up emails to individuals and groups who reserved rooms during the previous week to encourage survey participation while their event experience is still fresh on their minds.

These changes will improve the overall facility experience for students, faculty, staff, and external guests while continuing to push the cycle of improvement forward.

Measure 1.2. Student Union usage reports and attendance figures are generated monthly, quarterly, and annually and 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 as 80% of the respondents responding positively to the EMS system on question #4 of the Student Union Survey. *DATA: Facility Use Survey*

Finding: Target was met.

Analysis.

In AC 2024-2025 the target was met. The staff educated students, faculty, and staff members on the Event Management System (EMS) process throughout the academic year. The Student Union staff assisted recognized student organizations, university departments, camps, and non-university groups with reserving spaces and navigating EMS procedures. During this assessment cycle, the Student Union had 3,556 bookings, which included confirmed and canceled events. The Union maintained 19 reservable spaces for groups and organizations. The Cane River Room was the top reserved space with 643 bookings followed by the Lucille M. Hendrick Room with 610 bookings.

Based on the analysis of the AC 2024-2025 results, the staff implemented the following changes in AC 2025-2026 to drive the cycle of improvement. The Student Union staff consistently updated EMS users and removed outdated accounts that had not been utilized in several years. The staff educated campus users on proper EMS procedures and reservation policies while also addressing organizations that utilized spaces without completing reservations through EMS. The staff worked with student organizations to improve understanding of the reservation process and increase compliance with facility usage procedures. In addition, Room 122, previously utilized as the Esports space, became available for reservations after the Esports room relocated to the WRAC. This added another large-capacity meeting space to the Student Union and increased

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scheduling flexibility for campus users.

As a result of these changes, in AC 2025-2026 the target was met. The Student Union experienced a significant increase in usage during this assessment cycle with 4,141 bookings, including confirmed and canceled reservations, compared to 3,556 bookings during AC 2024-2025. Room 122 alone accounted for 210 bookings during its first year available in EMS. Additional increases in usage occurred due to the Student Union hosting Spring Football meetings while renovations were taking place at the NSU Fieldhouse, accounting for over 250 additional meetings. This increase occurred despite the opening of Alost Hall and the availability of newer meeting spaces on campus. The Lucile M. Hendrick Room became the top reserved space with 637 bookings followed by the Cane River Room with 595 bookings, the President's Room with 507 bookings, and the Ballroom with 361 bookings. Overall, the Student Union hosted 4,141 events totaling 20,578.42 reserved hours with an estimated attendance of 393,647 individuals. Room bookings by group classification included 2,414 University Department reservations, 1,075 Student Organization reservations, 592 Camp reservations, and 60 non-university reservations. Survey results also reflected positive feedback regarding EMS and the reservation process. Respondents indicated strong satisfaction with reservation confirmations, EMS convenience, and communication from the Student Union staff.

Decision:

In AC 2025-2026 the target was met.

Based on the analysis of the AC 2025-2026 results, the staff will implement the following changes in AC 2026-2027 to drive the cycle of improvement. The Student Union staff will improve EMS education and reservation compliance by creating additional instructional materials and user guides for campus organizations and departments. The staff will review inactive EMS accounts and maintaining updated user access to improve operational efficiency and account security. To address the increased usage of the facility, the staff will evaluate opportunities for additional meeting and event spaces while improving technology in heavily utilized rooms such as Room 316, the President's Room, and Dean Leonard O. Nichols Blue Key Honor Society Room 221. The Student Union staff will implement operational improvements related to summer camp coordination, non-university event tracking, and centralized documentation processes to improve organization, communication, and audit readiness.

These changes will improve the EMS users' ability to utilize the reservation system efficiently while continuing to support the increasing demand for Student Union spaces and services, thereby continuing to push the cycle of improvement forward.

Measure 1.3 Experience with the Student Union Staff in terms of facility management and operations is important to the overall event experience. It is important that our staff are accommodating with special events requests, accessible, and helpful before, during and after events. Success is defined at 80% or higher in terms of staff satisfaction based on data from question #5. *DATA: Facility Use Survey*

Finding: Target was met.

Analysis.

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In AC 2024-2025 the target was met. The Student Union staff focused on customer service expectations throughout the academic year while ensuring student workers remained visible and accessible during events. Staff continued supporting campus organizations and guests through event setup assistance and operational oversight.

Based on the analysis of the AC 2024-2025 results, the staff implemented the following changes in AC 2025-2026 to drive the cycle of improvement. The Student Union staff emphasized customer service expectations and event support throughout the reservation and event process. Staff focused on improving communication with users before, during, and after events while also assisting organizations unfamiliar with EMS procedures. The department also strengthened operational oversight through consistent staffing, student worker support, and improved reservation accountability procedures. Student organizations utilizing spaces without reservations were educated on EMS procedures and facility expectations to improve compliance and event coordination.

As a result of these changes, in AC 2025-2026 the target was met. Survey results indicated strong satisfaction with the Student Union staff and customer service experience. Respondents agreed and strongly agreed that their special requests were fulfilled and that their experience with the staff was satisfactory. Comments from the survey reflected appreciation for the Student Union staff and student workers. One respondent commented that “Everything was amazing,” while another respondent noted that the Student Union staff and student workers should be recognized for their work supporting events and guests.

Decision:

In AC 2025-2026 the target was met.

Based on the analysis of the AC 2025-2026 results, the staff implemented the following changes in AC 2026-2027 to drive the cycle of improvement. To provide a high-quality event experience, the department will strengthen staff training initiatives through customer service refreshers and operational procedure reviews for student workers and full-time staff. The department will develop standard operating procedures related to event setup expectations, reservation compliance, and customer service standards to improve consistency and communication throughout the event process. Additional efforts will be made to improve staff visibility during events through identifiable uniforms and increased operational walkthroughs during major university and non-university events.

These changes will improve overall staff satisfaction and continue to enhance the overall event experience for Student Union users, thereby continuing to push the cycle of improvement forward.

Measure 1.4 Maintaining a high standard of cleanliness throughout the Student Union is crucial for ensuring the success of events. It is imperative that all areas, including restrooms, common areas, and event spaces, are consistently well-maintained and kept in excellent condition. Success is defined at 80% or higher, as indicated by the data collected in question #5.

Finding: Target was met.

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Analysis. In AC 2024-2025 the target was met. The Student Union staff collaborated with Red River Sanitors to maintain cleanliness throughout the facility while also focusing on room enhancements and operational improvements as funding became available.

Based on the analysis of the AC 2024-2025 results, the staff implemented the following changes in AC 2025-2026 to drive the cycle of improvement. The Student Union staff increased communication and coordination efforts with Red River Sanitors to maintain cleanliness standards throughout the building, particularly during periods of high facility usage. Throughout the year, the department completed several facility improvement and maintenance initiatives including:

- Stripping and waxing the second-floor floors and top scrubbing and polishing terrazzo flooring
- Courtyard pressure washing and exterior window cleaning
- Lobby carpet cleaning
- Ballroom chandelier cleaning
- Sanitizing over 400 Ballroom chairs
- Cleaning spiderwebs throughout the building
- Plumbing repairs in first-floor restrooms
- ADA button repairs throughout the Student Union
- Technology upgrades in the Cane River Room
- Installation of humidifiers in Room 122 and the Nursing Room
- Covering wall damage within the Career Center
- Rearranging lobby furniture to create a more welcoming and interactive environment

Additional facility enhancements included the dedication of Room 221 as the Dean Leonard O. Nichols Blue Key Honor Society Room, the creation of a new space for Demons for Recovery, and updated signage and branding for the Student Activities Board.

As a result of these changes, in AC 2025-2026 the target was met. Survey results reflected strong satisfaction with the overall cleanliness and maintenance of the Student Union. Respondents agreed and strongly agreed that the facility was clean, well-maintained, and able to meet their needs. Survey responses also identified several future areas for improvement including restroom cleanliness consistency, room modernization, updated aesthetics within older meeting spaces, and improved second-floor accessibility.

Decision:

In AC 2025-2026 the target was met.

Based on the analysis of the AC 2025-2026 results, the staff will implement the following changes in AC 2026-2027 to drive the cycle of improvement. The Student Union staff will strengthen cleanliness standards through increased communication and operational coordination with Red River Sanitors. Additional preventative maintenance initiatives and additional operational walkthroughs will be implemented to improve consistency throughout the facility. Future facility improvement initiatives will include ceiling tile replacement throughout the building, additional room painting and modernization efforts, replacement of outdated furnishings, and expanded technology upgrades in heavily utilized spaces. The department will explore long-term renovation opportunities for the

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courtyard and additional common areas to improve the overall appearance, functionality, and student experience within the Student Union.

These changes will improve the department's ability to maintain a clean, welcoming, and functional environment for students, faculty, staff, and external guests while continuing to push the cycle of improvement forward.

Comprehensive summary of key evidence of improvements based on analysis of results. The following reflects all the changes implemented to drive the continuous process of seeking improvement in AC 2025-2026. These changes are based on the knowledge gained through the AC 2024-2025 results analysis.

SO. 1:

1.1: The Student Union staff focused on improving communication and customer service throughout the reservation and event process. Staff members continued educating campus users on EMS procedures and reservation expectations while assisting student organizations and departments with navigating the reservation process. Staff also focused on improving operational efficiency through updated EMS account management and enhanced communication procedures related to camps and facility usage. Additional efforts were made to improve the appearance and functionality of the facility through room enhancements, signage updates, furniture rearrangement, and technology improvements.

1.2: The Student Union staff consistently updated EMS users and removed outdated accounts that had not been utilized in several years. The staff educated campus users on proper EMS procedures and reservation policies while also addressing organizations that utilized spaces without completing reservations through EMS. The staff worked with student organizations to improve understanding of the reservation process and increase compliance with facility usage procedures. In addition, Room 122, previously utilized as the Esports space, became available for reservations after the Esports room relocated to the WRAC. This added another large-capacity meeting space to the Student Union and increased scheduling flexibility for campus users.

1.3: The Student Union staff emphasized customer service expectations and event support throughout the reservation and event process. Staff focused on improving communication with users before, during, and after events while also assisting organizations unfamiliar with EMS procedures. The department also strengthened operational oversight through consistent staffing, student worker support, and improved reservation accountability procedures. Student organizations utilizing spaces without reservations were educated on EMS procedures and facility expectations to improve compliance and event coordination.

1.4: The Student Union staff increased communication and coordination efforts with Red River Sanitors to maintain cleanliness standards throughout the building, particularly during periods of high facility usage. Throughout the year, the department completed several facility improvement and maintenance initiatives including:

- Stripping and waxing the second-floor floors and top scrubbing and polishing terrazzo flooring

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- Courtyard pressure washing and exterior window cleaning
- Lobby carpet cleaning
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Additional facility enhancements included the dedication of Room 221 as the Dean Leonard O. Nichols Blue Key Honor Society Room, the creation of a new space for Demons for Recovery, and updated signage and branding for the Student Activities Board.

Plan of action moving forward.

SO. 1:

1.1: The staff will implement customer service training refreshers for student workers and full-time staff to maintain high standards of customer support and event assistance. Additional efforts will be made to improve staff visibility during events through identifiable uniforms and increased operational oversight during major events. The Student Union staff will explore technology and aesthetic improvements in heavily utilized meeting spaces including Rooms 316, 320, 321, the President's Room, and Dean Leonard O. Nichols Blue Key Honor Society Room 221. The department will evaluate opportunities for updated furnishings, improved room presentation, and enhanced event technology as funding becomes available. To improve survey participation and feedback collection, the staff will implement additional survey distribution methods including QR code survey access and expanded follow-up communication after events. The Student Union staff will create the survey in July, with the graduate assistant sending weekly follow-up emails to individuals and groups who reserved rooms during the previous week to encourage survey participation while their event experience is still fresh on their minds.

1.2: The Student Union staff will improve EMS education and reservation compliance by creating additional instructional materials and user guides for campus organizations and departments. The staff will review inactive EMS accounts and maintain updated user access to improve operational efficiency and account security. To address the increased usage of the facility, the staff will evaluate opportunities for additional meeting and event spaces while improving technology in heavily utilized rooms such as Room 316, the President's Room, and Dean Leonard O. Nichols Blue Key Honor Society Room 221. The Student Union staff will implement operational improvements related to summer camp coordination, non-university event tracking, and centralized documentation processes to improve organization, communication, and audit readiness.

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1.3: To provide a high-quality event experience, the department will strengthen staff training initiatives through customer service refreshers and operational procedure reviews for student workers and full-time staff. The department will develop standard operating procedures related to event setup expectations, reservation compliance, and customer service standards to improve consistency and communication throughout the event process. Additional efforts will be made to improve staff visibility during events through identifiable uniforms and increased operational walkthroughs during major university and non-university events.

1.4: The Student Union staff will strengthen cleanliness standards through increased communication and operational coordination with Red River Sanitors. Additional preventative maintenance initiatives and additional operational walkthroughs will be implemented to improve consistency throughout the facility. Future facility improvement initiatives will include ceiling tile replacement throughout the building, additional room painting and modernization efforts, replacement of outdated furnishings, and expanded technology upgrades in heavily utilized spaces. The department will explore long-term renovation opportunities for the courtyard and additional common areas to improve the overall appearance, functionality, and student experience within the Student Union.