

2023-2024 Annual Report

Student Success Council



Arkansas State University – Beebe

Mission: Transforming lives through quality learning experiences

Introduction

Arkansas State University-Beebe (ASUB) aims to provide its students with the highest quality educational experiences. ASUB embraces continuous improvement in the delivery of learning experiences and student satisfaction. Both Curricular (Academic) and Co-curricular assessment are important in ensuring that our students build a foundation of knowledge and skills aimed at lifelong learning and success. During the 2023-2024 academic year, the Student Success Council oversaw and collected data regarding assessment in the following ways:

1. Assessment of Student Success Outcomes (SSOs) in defined Co-curricular areas
2. Implementation of the Ruffalo Noel Levitz Student Satisfaction Inventory, a nationally-normed assessment instrument
3. Implementation of our college's Graduate Exit Survey

I. Student Success Outcome (SSO) Assessment in Co-Curricular areas

ASUB defines co-curricular as activities, programs, and experiences reinforcing the institution's mission and values and that complement the formal curriculum. Co-curricular activities do not typically offer academic credit and may occur outside of school or after regular school hours. The college assesses co-curricular areas through our institutional learning outcomes referred to as Student Success Outcomes (SSOs).

ASUB Student Success Outcomes

- **Support and Engagement:** ASUB will maintain an environment that assists each student to be financially, mentally, physically and emotionally secure enough to achieve their college objective.
- **Goal Completion:** ASUB will work to make sure that each student stays with the University the appropriate amount of time to complete his or her college objective.
- **Communication:** ASUB will provide students with the communication skills necessary to succeed professionally.
- **Society and Self:** ASUB will provide an environment that equips each student to grow as a person, gaining respect and appreciation for both themselves and the world around them.
- **Creative and Analytical Thinking:** ASUB will provide an educational experience that prepares each student to perform well academically, now and in future endeavors.

ASUB has identified nine Co-Curricular Areas to be assessed:

- Career / Transfer Services
- Counseling Services
- Student Life
- Advising and Learning Center
- Faculty Led International Trips
- Office of Disability Services
- English Internship Program
- Library
- Uncharted literary and art magazine

Table 1: SSO Co-Curricular Reporting

Co-Curricular Area	Student Success Outcomes	Assessment Tool	Goal	Goal Status
Advising and Learning Center	Support and Engagement	The addition of a Study Group on the Heber Springs campus will be the assessment tool to measure the increase of available in-person study options.	At least one in-person study group will be implemented on the Heber Springs campus during the 22-23 academic year. This will be added to the existing study groups across the institution.	Met
Advising and Learning Center	Support and Engagement	2022-2023 New Student Advising Appointment Satisfaction Survey	The New Student Advising Appointment Satisfaction Survey will prove that at least 75% of new students (that respond to the survey) will express that they feel they were appropriately connected with resources by the advising during the appointment.	Met
Career Services	Support and Engagement	Successful implementation of 12 career-skills training sessions during the 22-23 academic year. Sessions will be available at various campuses and online throughout the year. Students completing a certain number of sessions will receive a certification for career readiness.	Pilot program for career-skills training will be implemented with the successful completion of 6 sessions each semester.	Unmet
Counseling Services	Support and Engagement	Successful implementation of program-specific workshops and finals workshops based on student success, mental health, and counseling. Four workshops will be academic-program specific, and two will be focused on finals mental health/stress.	Pilot program for counseling workshops will be implemented with the successful completion of 3 workshops each semester.	Met

Disability Services	Support and Engagement	Survey will be emailed within 24 hours to all students after they have completed a New Accommodation Student Appointment with the Office of Disability Services to measure the engagement & understanding of the information shared during a new student appointment. The survey will measure whether students self-report they have a functional understanding of the three basic components to the implementation of accommodations for the first time.	75% of all students completing a New Accommodation Student Appointment with Office of Disability Services will self-report a "Yes", that they have a good working understanding of the following. 1. How Accommodation Notices are issued to instructors. 2. How to reach out for assistance regarding questions or concerns about their accommodations. 3. How to continue accommodations for future courses.	Met
English Internship Program	Support and Engagement	Internship students were expected to successfully integrate the Reflective Essay/Statement into the required e-Portfolio & reflect upon the various items/projects they chose to include in their internship portfolio.	100% of all English Internship students successfully integrated the Reflective Essay/Statement into their e-Portfolios.	Met
Faculty-Led International Trips (El Salvador)	Society and Self	Survey Questions: (Multiple Choice Questions and Reflective Responses)	75% of all participants are satisfied and have learned to be better global citizens	Met
Faculty-Led International Trips (Norway)	Society and Self	Survey Questions	75% of all participants are satisfied and learn how to be better global citizens.	Met
Library	Support and Engagement	Usage statistics provided through gate counter at entrances/exit.	Usage statistics will remain consistent from previous year and/or with FTE increases or decreases.	Met

Student Life	Support and Engagement	ResLife Portal - Residential Education Module Assessment.	Aimed for 60% of the residential population and 10% of the commuter population on the Beebe campus will have been exposed to at least one learning outcome from each of the four Campus Life A.R.C.H. Co-Curriculum domains.	Unmet
Transfer Services	Support and Engagement	Students interested in transferring to another college will be asked to register with the Office of Transfer Services via an online form. The Student Success Coach will connect students with resources via that registration list.	At least 65% of current students each semester that have registered as interested in transferring will be personally contacted by the Student Success Coach with transfer guidance and information.	Met
Uncharted Literary and Art Magazine	Creative and Analytical Thinking	A questionnaire was sent out through a Microsoft Form Office 365 Form. Feedback from members was used as data to do a qualitative analysis.	Since this is a qualitative analysis, the "desired result" question and the "Met" or "Unmet" question are not applicable.	N/A ¹

Table 2: SSO Co-Curricular Action Plans

Most of the co-curricular areas met their goals for the year. The following Action Plans were proposed, and the Student Success Council will follow up with the individual program directors to ensure they are working to address their action plans over the next year.

Co-Curricular Area	Action Plan
Career Services	It was decided that individual sessions would be more beneficial than six training sessions. Approximately twenty individual sessions took place during the academic year to work on interview skills, job searches, and assistance with cover letters and resumes. The original training session plan will be adjusted for the upcoming academic year.

¹ The Student Success Council will modify the co-curricular reporting form to better analyze qualitative data in the 2024-2026 assessment cycle.

Student Life	In March 2024, the Campus Life Coordinator resigned. When the Office of Student Life can hire a replacement Campus Life Coordinator, it will focus training and planning on better utilization of the ResLife Portal and ASUB Mobile app tools for recording attendance to co-curricular programming and logged interactions. The Office of Student Life will host a roundtable conversation with housing staff to develop better strategies and perhaps incentives for staff to log informal interactions. Currently, the Office of Student Life only logs attendance to a formal program, however, it does not track the impact of more informal or passive engagement strategies that very well might expose a resident to our co-curricular learning outcomes but are not documents for assessment. Additionally, the Office of Student Life will seek to collect attendance records from co-curricular programs outside of the Student Life programming (i.e., New Student Orientation, TRIO, Disability Services, etc.) to log engagement with A.R.C.H. learning outcomes beyond Student Life programs.
Uncharted Literary and Art Magazine	The action plan is twofold: 1. Have a "work week" each month for submissions to improve our organization issues. This will happen on Tuesday and Thursday of the work week, and members will work in the Uncharted office reviewing submissions in groups. 2. Implement a "Get the Word Out" campaign in the fall about the magazine. This will include members standing at the Uncharted office window to discuss the magazine with people as well as hand out flyers. This will also take place on work weeks every month.

II. Ruffalo Noel Levitz Student Satisfaction Inventory

The Ruffalo Noel Levitz Student Satisfaction Inventory (RNL) is administered to students in the spring of each even-numbered year. Students are asked to rate each question based on how important they felt it was and then on how satisfied they were with that area. The difference between these two rating scores is described as the gap, and a lower gap is better, as it means that the college is either meeting or exceeding students' expectations.

The Student Success Council identified 5 questions from the RNL that convey a general overview of the campus and identified 25 questions that aligned with the nine co-curricular areas assessed for our Student Success Outcomes (SSOs). The data from 2024 and 2022 are shown in the tables below for comparison.

Table 3: General Campus Questions

Questions	2022			2024		
	Importance	Satisfaction	Gap	Importance	Satisfaction	Gap
Most students feel a sense of belonging here.	5.97	5.61	0.36	6.46	6.07	0.39
The college shows concern for students as individuals.	6.12	5.64	0.48	6.49	6.26	0.23
People on this campus respect and are supportive of each other.	6.32	5.86	0.46	6.62	6.14	0.48
This school does whatever it can to help me reach my educational goals.	6.40	5.85	0.55	6.77	6.34	0.43
I seldom get the "run-around" when seeking information on this campus.	6.26	5.69	0.57	6.72	6.12	0.60

RNL indicates that ASUB is remaining consistent in these general student satisfaction areas. There was a general trend across the board of higher in student satisfaction scores, but student importance also rose, keeping the gap scores close to their 2022 values.

Table 4: Co-Curricular Questions

Co-Curricular Area	Question(s)	2022			2024		
		Importance	Satisfaction	Gap	Importance	Satisfaction	Gap
Advising and Learning Center	The personnel involved in registration are helpful.	6.34	6.10	0.24	6.67	6.44	0.23
	My academic advisor is approachable.	6.40	6.09	0.31	6.73	6.28	0.45
	My academic advisor helps me set goals to work toward.	6.09	5.65	0.44	6.60	6.35	0.25
	My academic advisor is concerned about my success as an individual.	6.21	5.80	0.41	6.52	6.17	0.35

	My academic advisor is knowledgeable about my program requirements.	6.46	6.15	0.31	6.78	6.56	0.22
	Computer labs are adequate and accessible.	6.33	6.20	0.13	6.73	6.53	0.20
	Tutoring services are readily available.	6.40	6.30	0.10	6.83	6.63	0.20
	New student orientation services help students adjust to college.	6.02	6.06	0.04	6.58	6.19	0.39
Career/Transfer Services	The career services office provides students with the help they need to get a job.	6.10	5.55	0.55	6.49	6.50	0.01
	My academic advisor is knowledgeable about the transfer requirements of other schools.	6.48	6.19	0.29	6.60	6.39	0.21
	There are adequate services to help me decide upon a career.	6.20	5.83	0.37	6.63	6.28	0.35
	Students are notified early in the term if they are doing poorly in a class.	6.23	5.35	0.88	6.57	6.02	0.55
Counseling Services	Counseling staff care about students as individuals.	6.35	5.95	0.40	6.76	6.21	0.55
English Internship Program	Internships or practical experiences are provided in my degree/certificate program.	6.12	5.63	0.49	6.40	5.92	0.48

Faculty Led International Trips	Internships or practical experiences are provided in my degree/certificate program.	6.12	5.63	0.49	6.40	5.92	0.48
	I am able to experience intellectual growth here.	6.50	6.27	0.23	6.63	6.31	0.32
Library	Library resources and services are adequate.	6.18	6.18	0.00	6.76	6.63	0.13
	Library staff are helpful and approachable.	6.35	6.37	0.02	6.44	6.64	0.20
	Students are made to feel welcome on this campus.	6.33	6.20	0.13	6.73	6.53	0.20
Office of Disability Services	Counseling staff care about students as individuals.	/	6.13	/	/	6.32	/
Student Life	It is an enjoyable experience to be a student on this campus.	6.33	5.94	0.39	6.78	6.41	0.37
	Students are made to feel welcome on this campus.	6.42	6.12	0.30	6.73	6.54	0.19
	The student center is a comfortable place for students to spend their leisure time.	6.21	6.00	0.21	6.33	6.24	0.09
	I generally know what's happening on campus.	5.83	5.83	0.00	6.27	5.78	0.49
Uncharted Literary and Art Magazine	Internships or practical experiences are provided in my degree/certificate program.	6.12	5.63	0.49	6.40	5.92	0.48

RNL indicates that ASUB is remaining consistent in these co-curricular areas. Overall, of the 25 questions, 15 of them had a lower gap than in 2022 when the RNL was first administered. With regard to the survey question related to Disability Services, there is no measure of the student's perception of importance, as every student does not utilize the Office of Disability Services, so there is no gap score to compare with 2022. However, student satisfaction for that office did increase from 2022 to 2024.

III. Graduate Exit Survey

The Graduate Exit Survey is used to capture, collect, and present findings regarding the student experience. Our intent with administering this anonymous survey is to convey our dedication to improving the student experience. ASUB students are provided with the survey when they apply for graduation. The survey link is sent to their college email address using our learning management system (Canvas). The survey is implemented using the Microsoft Forms software tool. The survey is voluntary and anonymous. Survey results are presented in an overview report document and can be downloaded into an Excel file for further analysis.

The survey includes sixteen questions. The first seven questions collect information about the student and their future academic plans. The next three questions use a Likert five-point scale to measure student use of and opinions on academic engagement, student services, and information technology at the college. The next three questions collect information regarding student use of our college's social media platforms. The last three questions determine how likely the student would be to recommend the college to family or friends and to provide additional feedback through open response questions.

The Student Success Council publishes a separate annual analysis report for the Graduate Exit Survey and that document can be accessed from the Assessment page of the ASUB website.

IV. Annual Report Conclusion:

ASUB continues to assess and improve in all aspects of co-curricular activities. The Student Success Council will continue to oversee the assessment of the established co-curricular areas as well as consider new areas that may be added in the future. We will continue to analyze our SSO assessment processes to ensure that they are providing relevant and actionable data to ensure that the co-curricular programs are providing satisfactory and meaningful educational experiences for students. We strive to improve the overall academic experience for all students by offering strong co-curricular programs that will provide a well-rounded education.