



Office of Student Affairs

#1 Plan cycle - 1
Plan cycle 2024/2025
7/1/24 - 6/30/25

Introduction

The Division of Student Affairs supports the University's core values by adapting to students' needs and overall well-being. The division is intentional in its programs and services that foster a safe and productive learning environment, with a sense of belonging, support, growth, and success for all students.

Performance Objective 1 Support retention efforts by meeting the needs of students with financial constraints that hinder persistence.

1 Assessment and Benchmark

Benchmark: Distribute at least \$20,000 in student support/emergency funds to individual students and student groups in need each academic year.

1.1 Data

Academic Year	Amount Distributed
2024-2025	\$15,155.26

1.1.1 Analysis of Data

2024-2025:

The total amount distributed to students in need was \$4,844.74 below the benchmark. However, there is no formal promotional mechanism for student support funds to minimize fraudulent and abusive requests.

1.1.2 Plan for Continuous Improvement

2024-2025:

In the next academic year, there will be a more intentional approach to ensuring campus professionals are aware of urgent financial support being available to qualified students in need. The anticipation is that greater awareness will lead to more guidance provided to students who may have a circumstance worthy of assistance.

2 Assessment and Benchmark

Benchmark: Replenish student support funds at least equal to the amount distributed in the prior academic year by partnering with the McNeese Foundation to earmark gifts and donations.

2.1 Data

Academic Year	Amount Distributed in Prior Academic Year	Funds Raised in Current Academic Year
2024-2025	\$22,000.00	\$26,690.49

2.1.1 Analysis of Data

2024-2025:

The amount raised in the current academic year increased due an increase in employee payroll contributions as well as support from two new donors who provided 4-figure donations to student support funds.

2.1.2 Plan for Continuous Improvement

2024-2025:

The plan is to maintain a relationship with First Horizon bank which has provided a standard \$20,000 to the student support fund annually. We will also seek to continue to work with the McNeese Foundation as donors seek opportunities for ways to contribute to students through financial giving.

Performance Objective 2 Contribute to the professional development of student affairs staff.

1 Assessment and Benchmark

Benchmark: Host at least three internal professional development activities each academic year for student affairs professionals.

1.1 Data

Academic Year	# of Internal Professional Development Activities
2024-2025	3

1.1.1 Analysis of Data

2024-2025:

The internal professional development activities included an annual retreat, midyear retreat, and a student affairs strategic planning session. The strategic planning session involved analyzing data from graduating students concerning their usage of student support services and campus engagement participation.

1.1.2 Plan for Continuous Improvement

2024-2025:

The academic calendar posed challenges to finding time to conduct in-house professional development between semesters. With the changes implemented in the coming year (more business days between the semesters), there will be a greater opportunity for homegrown professional development experiences.

2 Assessment and Benchmark

Benchmark: Support off-campus professional development for student affairs professionals by providing at least \$5,000 from discretionary funds each academic year.

2.1 Data

2024-2025:

Date Awarded	Amount Provided	Recipient/ Purpose of PD
10/8/24	\$248.33	Nancy-Leigh McIntyre - Student Affairs State Conference
11/6/24	\$5,634.12	Johnnie Marsaw, Krisshunn Youngblood, Chelsey Cating, Ashley LaHood: Student Affairs Regional Conference
11/7/24	\$66.33	Dr. Curtis Rogers - Title IX Training
3/28/25	\$295.00	Nancy-Leigh McIntyre - UL System Conference
4/28/25	\$556.80	Lt. Erin Willis - Process Management
5/22/25	\$276.00	Nancy-Leigh McIntyre - Student Health and Wellness
5/22/25	\$424.22	Dr. Meghan Olinger - Student Health and Wellness
6/23/25	\$783.30	Lt. Erin Willis - Process Management
6/23/25	\$604.80	Bralyn Simmons - Process Management
TOTAL	\$8,888.90	

2.1.1 Analysis of Data

2024-2025:

The amount of discretionary funds awarded to employees for professional development exceeded the benchmark by \$3,888.90. This was due to a larger amount of funding available from a couple of one-time appropriations for specific purposes.

2.1.2 Plan for Continuous Improvement

2024-2025:

There will be a continued focus on expanding the opportunities for employees to receive offsite professional development that does not impact their allotted budgets or that provides them with the opportunity for growth if they don't have a budget to do so. If the next amount reported greatly surpasses the \$5,000 benchmark, there will be a consideration to raise it for subsequent cycles.

Performance Objective 3 Efficiently manage student housing and dining operations.

1 Assessment and Benchmark

Benchmark: Attain a minimum campus housing occupancy rate of 90% each semester.

1.1 Data

2024-2025:

Housing	Fall		Spring	
	#	%	#	%
Burton	136/146	93	132/146	90
Collette	93/94	99	90/94	96
King	140/150	93	132/150	88

Watkins	134/144	93	132/144	92
Zigler	140/150	93	138/150	92
Bel	85/92	92	83/92	90
Sallier	64/80	80	71/80	89
Total	792/856	93	778/856	91

1.1.1 Analysis of Data

2024-2025:

The composite occupancy for each semester exceeded 90%. Individually, each facility did not exceed 90%. This was partially due to ongoing improvement projects which impacted the availability of some units.

1.1.2 Plan for Continuous Improvement

2024-2025:

Based on a greater investment in housing management and facility improvements which should impact student satisfaction, the occupancy rate benchmark will increase to 95% for the 2025-2026 academic year.

2 Assessment and Benchmark

Benchmark: At least 25% of campus residents will respond to the annual housing satisfaction survey.

2.1 Data

Academic Year	Response Rate	
	#	%
2019-2020	26/97	26.8%
2020-2021	—	—
2021-2022	299/650	46.0%
2022-2023	143/679	21.1%
2023-2024	196/692	28.3%
2024-2025	272/792	34.3%

2.1.1 Analysis of Data

2024-2025:

The benchmark was met and exceeded by 9 points due to the concerted effort to reach students as many ways as possible concerning the annual survey. Students receive emails, text messages, and postings are available throughout the housing facilities and in the dining hall.

2.1.2 Plan for Continuous Improvement

2024-2025:

25% is a solid benchmark to maintain for survey results to be reliable. This fall the survey will be conducted using the Class Climate software which will allow data to be analyzed and disaggregated more easily.

3 Assessment and Benchmark

Benchmark: Earn a composite score of 3.5/5 on the housing satisfaction survey.

3.1 Data

Academic Year	Response Rate	
	#	%
2020-2021	—	—
2021-2022	299/650	46.0%
2022-2023	143/679	21.1%
2023-2024	196/692	28.3%
2024-2025	272/792	34.3%

Response Item	Academic Year Ending			
	2022	2023	2024	2025
Customer Service	3.45/5	3.93/5	3.47/5	3.96/5
Interior Cleanliness	3.57/5	3.70/5	3.41/5	3.65/5
Maintenance	2.70/5	3.80/5	3.75/5	3.98/5
Communication	3.27/5	3.87/5	3.63/5	3.92/5
Programs	3.28/5	3.78/5	3.63/5	3.96/5
Exterior Cleanliness	3.32/5	3.80/5	3.67/5	3.83/5
Composite Score	3.27/5	3.81/5	3.60/5	3.88/5

[Housing and Dining Fall 2024 Survey Report](#) [PDF 4,759 KB 7/24/25]

3.1.1 Analysis of Data

2024-2025:

Each category along with the composite score saw an increase which speaks to the outstanding work being done by the Housing Office staff. The highest marks were given for maintenance response, customer service, and programs for residents.

3.1.2 Plan for Continuous Improvement

2024-2025:

The housing office will continue to use this survey data to elevate their services for student residents. Eventually, there may be an ambition to have a composite score of 4.0. Nevertheless 3.5/5 is above average and suitable to the university.

4 Assessment and Benchmark

Benchmark: At least 25% of students with meal plans will respond to the annual campus dining satisfaction survey.

4.1 Data

Academic Year	Response Rate	
	#	%
2020-2021	—	—
2021-2022	299/650	46.0%
2022-2023	143/679	21.1%
2023-2024	196/692	28.3%
2024-2025	166/792	20.9%

4.1.1 Analysis of Data

2024-2025:

According to this reporting, less than 25% of students with meal plans responded to the dining survey. However, it is believed there was some confusion in how students answered demographic questions since all students are eligible for the commuter dining dollars if they are not a campus resident. It is believed based on the number of students who indicated they lived on campus that many more than reported were meal plan recipients.

4.1.2 Plan for Continuous Improvement

2024-2025:

The questions will be formed so there is a better understanding of what it means to have a campus meal plan.

5 Assessment and Benchmark

Benchmark: Earn a composite score of 3.5/5 on the residential and retail campus dining satisfaction surveys.

5.1 Data

Academic Year	Composite Score	
	Retail	Dining
2020-2021	—	—
2021-2022	—	—
2022-2023	—	—
2023-2024	3.60	3.27
2024-2025	4.16	3.72

Response Item	Academic Year Ending			
	2022	2023	2024	2025
Customer Service	3.76/5	3.94/5	3.94/5	4.10/5
Food Options in Rowdy's	2.67/5	3.02/5	2.64/5	3.15/5
Food Quality in Einstein Bros	N/A	N/A	N/A	4.16/5
Food Quality in Slices	N/A	N/A	N/A	3.60/5
Food Quality in Grill/Fry Factory	N/A	N/A	N/A	3.88/5
Quality of Items at Starbucks	N/A	N/A	N/A	3.50/5
Menu Variety	3.34/5	3.92/5	3.85/5	N/A
Hours of Operation	3.02/5	3.43/5	3.12/5	3.65/5
Speed of Service	3.64/5	3.97/5	3.65/5	3.93/5
Overall Quality	2.96/5	3.23/5	2.77/5	3.54/5
Composite Score	3.23/5	3.59/5	3.27/5	3.72/5

[Housing and Dining Fall 2024 Survey Report](#) [PDF 4,759 KB 7/24/25]

5.1.1 Analysis of Data

2024-2025:

Most areas saw improvements from the previous cycle. The University changed food service management which saw an increase in student satisfaction. However, the main dining hall (Rowdy's Cafe) continues to get low marks from students.

5.1.2 Plan for Continuous Improvement

2024-2025:

We are expecting an improvement of student perceptions once the main dining hall is operational in the new student union. Unfortunately, that will not be the case prior to the next time this survey will be administered. Nevertheless, the dining service management team will be challenged to continue to determine ways to enhance the dining experience quality for students, employees, and campus visitors.

6 Assessment and Benchmark

Benchmark: Each semester will achieve a meal plan board utilization rate of 33% or greater and a declining balance utilization rate of 50% or better.

6.1 Data

2024-2025:

Semester	Operation	Utilization Rate
Fall	Meal Plan Board	45.3%
	Meal Plan Declining Balance	88.0%
	Meal Plan Board	46.8%

Spring	Meal Plan Declining Balance	90.0%
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6.1.1 Analysis of Data

2024-2025:

Each field far exceeded the benchmark established for the academic year. This was largely due to the implementation of an improved dining services program with a different provider. Students with meal plans used almost of their declining balance dollars and just under half of their board allotments (meal plan swipes available per week).

6.1.2 Plan for Continuous Improvement

2024-2025:

While the benchmarks were well exceeded, they will remain the same for the 2025-2026 academic year since the dining program will have another shift in the near future. With the opening of a new dining hall in the new student union, it could impact usage rates positively in the dining hall but negatively for declining balance. Other implications will occur due to the implementation of a new point of sale system that offers mobile ordering and expands declining balance operational capability to all sport concessions. After an analysis of 2025-2026, the benchmark targets will be reconsidered.

Performance Objective 4 Cultivate partnerships with external entities that support the strategic plan for the Division of Student Affairs.

1 Assessment and Benchmark

Benchmark: Partner with no less than three external entities who provide financial support, supplies, or human resources for broad student affairs programs and initiatives.

1.1 Data

Academic Year	# of External Entities
2024-2025	4

1.1.1 Analysis of Data

2024-2025:

Partnerships were held with Chase Bank, Southwest Louisiana Credit Union, Navarre Auto Group, CSE Federal Credit Union. Each of these entities financially contributed to efforts within the division of student affairs.

1.1.2 Plan for Continuous Improvement

2024-2025:

Partnerships are essential to expanding our efforts and getting more out of our internal resources. The division plans to maintain the partnerships that were previously established while identifying ways to generate more. Proposals have been submitted for potential partnerships with Kroger (Poke Pantry) and Calcasieu Parish Police Jury (Opioid Abatement Programs).

2 Assessment and Benchmark

Benchmark: Produce at least two digital marketing resources (video, flyer, brochure, etc.) that are used to brand the impact student affairs departments have on students.

These resources will be shared with partners and potential partners to inspire ongoing collaboration opportunities.

2.1 Data

Academic Year	# of Digital Marketing Resources
2024-2025	2

2.1.1 Analysis of Data

2024-2025:

The digital marketing resources are the Campus ESP parent engagement portal and a digital ad promoting

McNeese's Division of Student Affairs at a local conference. Both of these outlets contribute to branding McNeese Student Affairs and makes the division visible to external entities who can be potential partners to the division's endeavors.

2.1.2 Plan for Continuous Improvement

2024-2025:

For the next academic year, the division is planning to create a digital support service resource guide for parents.