TEXAS TECH UNIVERSITY
Office *of the* Provost
Office *of* Planning & Assessment™

Institutional Effectiveness Weekly Report
April 21, 2017

The Office of Planning and Assessment reports its weekly activities and contributions toward Texas Tech University's institutional effectiveness efforts and departmental objectives.

OUTCOME 1: Texas Tech will be found in compliance with all external accrediting agencies and State of Texas mandates

✦ Substantive change documentation describing the office's internal documentation process has been updated to reflect ongoing improvements. Additionally, all substantive change documentation is up-to-date.
✦ Using the Student Learning Outcomes Mapping document, OPA has begun mapping programs' SLOs to Marketable skills criteria. The identified criteria are:
 ▪ Critical Thinking
 ▪ Communication
 ▪ Quantitative Skills
 ▪ Teamwork
 ▪ Social Responsibility
 ▪ Personal Responsibility
 ▪ Employment-Oriented
 ▪ Application to Discipline
 ▪ Professional Skills
 ▪ Contribution Toward Future Education
✦ As we prepare for the Fifth Year Interim Report, the Office of Planning and Assessment is reviewing the existing student support level definition. As a part of the definition revision, OPA is preparing recommendations to expand the existing list of departments.
✦ The Program Assessment Rubric (PAR) has been adapted for faculty peer review processes. The simplified peer review is a variation of the PAR that encourages faculty reviewers to review the assessment report from a disciplinary perspective. The face validity review that OPA provides, in collaboration with the disciplinary review that the peer review process provides, has the potential to add significant value to the process. There are two versions of the simplified peer review. The first version is a Word document that can be shared with College Level IE Committees. However, there is also a Qualtrics version available that could assist OPA with reviewing results with more detail. A snapshot of the Word document is below.

Faculty Peer Review Survey
Revised Program Assessment Rubric- 2016-2017

Student Learning Outcomes

The Student Learning Outcomes identified by this program are applicable and appropriate for the program.

Strongly disagree	Disagree	Somewhat disagree	Somewhat agree	Agree	Strongly agree
1	2	3	4	5	6

Assessment Methods

The Assessment Methods used by this program for measuring student learning are applicable and appropriate to meet the disciplinary needs of the program.

Strongly disagree	Disagree	Somewhat disagree	Somewhat agree	Agree	Strongly agree
1	2	3	4	5	6

Results and Analysis

The Results that the program entered are useful for understanding the extent to which students learned the intended outcomes.

Strongly disagree	Disagree	Somewhat disagree	Somewhat agree	Agree	Strongly agree
1	2	3	4	5	6

Actions for Improvements and Evidence of Improvements

The Actions for Improvement that the program entered will help that program better assess student learning or improve student learning in general.

Strongly disagree	Disagree	Somewhat disagree	Somewhat agree	Agree	Strongly agree
1	2	3	4	5	6

Notes

✦ There have been 43 Chair Visits since September. Below are the notes from the 25 meetings with department chairs since January.

Date of Meeting	Name of Chair	Department	Primary issues addressed
1-5-17	Angela Lumpkin	Kinesiology and Sport Management	Lumpkin revised KSM faculty roster during meeting. Betty Ann has already made modifications to DM. Dr. Lumpkin shared that many of the KSM degree programs have completely revised their assessment plans.
1-6-17	Magda Toda	Mathematics and Statistics	Toda was pleased with department's PAR scores. This department has significantly improved its assessment processes, thanks to the efforts of Professors Toda, Brock, and Harris.
1-6-17	Sean	History	Hughes presented PAR review, and information

	Cunningham		regarding CAAP testing. History may be a good CAAP partner. No concerns expressed by Dr. Cunningham.
1-13-17	Saif Haq	Architecture	Hughes presented PAR review, discussion ensued about NAAB accreditation and how the College has focused its TracDat reporting based on NAAB standards. Haq was also presented information on CAAP testing. The College may also be a good candidate for CAAP testing. Haq also requested a DM document to remind faculty on how to upload their syllabi. Hughes sent this document.
1-19-17	Sindee Simon	Chemical Engineering	Simon expressed concern about the Spring 2016 peer review. Hughes shared how this was a pilot effort to test the assessment peer review process. Simon was pleased with department's PAR review. Simon indicated that since the department's assessment efforts have been successful, the annual assessment meeting is unnecessary.
1-20-17	Vickie Hampton, Chris Browning	Personal Financial Planning	Hampton was pleased with department's PAR analysis, and gave Browning credit for this work. Hampton also shared that Browning should be the point of contact for assessment-related activity. Hampton wants to be copied on all messages, but Browning Is primary contact.
1-23-17	Brett Houk	Sociology, Anthropology, and Social Work	Hughes presented PAR review and especially drew attention to the depth of effort in the Social Work degree programs. No concerns expressed by Houk. When Houk leaves his position as Chair, he will contact OPA for a transition meeting.
1-27-17	Nik Dhurandhar, Lydia Kloiber	Nutritional Sciences	Hughes presented PAR findings. Kloiber continues to do an excellent job on assessment reporting, and she will remain the primary contact for all assessment activity within the department. No concerns expressed by Dhuradhar or Kloiber.
1-31-17	Todd Anderson	Environmental Toxicology	Hughes presented PAR findings. No concerns expressed by Anderson. Hughes and Anderson spoke at length about A&S Annual Faculty Review. Anderson presented the original idea to "marry" the chair's review and the faculty self-evaluation. No concerns expressed by Anderson. Note that OPA will need to schedule a transition meeting for new ENTX chair.
2-1-17	Karen Alexander	Family Consumer Sciences	Hughes presented PAR findings to Alexander. Alexander asked many questions regarding Communication Literacy. Alexander wants to incorporate Communication Literacy into the assessment plans of the MS and PHD. Also, Alexander informed Hughes about the recently approved online delivery of the PHD in FCS.
2-7-17	Rattikorn Hewitt	Computer Science	Chair Hewitt and Mary Valdez were present in the meeting. Hewitt asked if there was a possibility to reduce assessment reporting. Hughes noted the gap in assessment reporting (MS and PHD only) with Hewitt and Valdez. Hughes recommends an assessment tutorial with Valdez. Hewitt completed

			the faculty roster modifications during the meeting. Hughes will give this to Thomas.
2-10-17	Susan Tomlinson	Honors College	Hughes presented PAR findings to Tomlinson. Tomlinson and Brink collaborate on assessment reporting. No follow-up action required for Honors.
2-15-17	Phil Johnson	Agricultural Economics	Hughes presented PAR findings to Johnson. Johnson has re-designed all assessments in Ag Eco. All assessment reporting is conducted by Johnson. No follow-up actions needed. Johnson completed faculty roster during appointment.
2-22-17	Dennis Patterson	Political Science	Hughes presented PAR findings. Patterson and Mitchell collaborate on assessment reporting. Patterson did not complete faculty roster during appointment.
2-27-17	Michael Orth	Animal Science	Hughes presented PAR findings. Orth reiterated that the department has completely revised its assessment plan. Orth did not complete faculty roster during appointment.
3-1-17	Eric Bernard	Landscape Architecture	The following actions resulted from this meeting: 1. Create an Excel file that can be used to parallel existing fields in DigitalMeasures. This file will be used as a tool to import vita information into DigitalMeasures. *(File sent to Eric early April 2017)* 2. Create a statement for Landscape Architecture that describes the current state of assessment initiatives within the department. *(Statement sent to Eric during week of March 6)* 3. Schedule a Summer 2017 meeting as an assessment "check up." This meeting will be held after LA faculty have had the opportunity to wrap up the Spring 2017 semester. *(To be scheduled week of March 6)* 4. Update the LA faculty roster as you indicated during our meeting. *(Revised roster will be sent to Eric during week of March 6)*
3-2-17	Mark Wallace	Natural Resources Management	Hughes presented PAR findings. Wallace and Zebracka were both present via phone call. Zebracka will continue to complete TracDat reporting for the department.
3-6-17	Eric Hequet	Plant & Soil Science	Hughes presented PAR findings. Hequet completed faculty roster during meeting, and Thomas has already followed up. Hequet noted that he uses DigitalMeasures fairly extensively already.
3-21-17	Brian Ott	Communication Studies	Hughes presented PAR findings. Professors Ott, Buckner, and Gring were present. Hughes reiterated that it is acceptable to rotate the assessment of learning outcomes (i.e., not all outcomes need to be assessed every year). Chair Ott reiterated that the department has a new assessment plan.

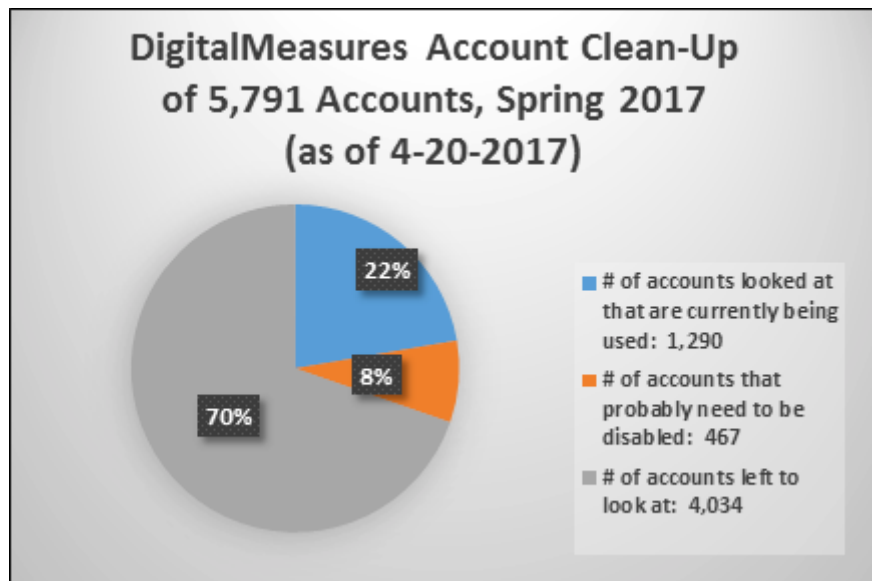| 3-22-17	Shannon Bichard	Advertising	Hughes presented PAR findings. Department of Advertising has been an exemplar for assessment for quite some time. No follow-up action recommended. Bichard completed faculty roster during consultation.
3-27-17	Mark Charney	Theatre & Dance	Hughes presented PAR findings. Charney completed faculty roster during consultation. Charney mentioned that Dye will continue to complete TracDat reporting for VPA departments.
3-29-17	Weiwu Zhang	Public Relations	Hughes presented PAR findings. This will be Dr. Zhang's second year of TracDat entry. Hughes repeated the assessment reporting cycle for Zhang. Zhang completed the faculty roster during meeting.
4-5-17	Louisa Hope-Weeks	Chemistry	Hope-Weeks is stepping down as chair. Hughes to follow-up with new chair in early June. Thomas to follow up with faculty roster in early summer. Hughes shared concerns about graduate-level assessment in Chemistry. Hope-Weeks recommended that OPA continue to work closely with Donna Smith.
4-10-17	Nichole Morelock	Marriage and Family Therapy	Hughes met with Morelock, as Dr. Shumway had a family emergency. Hughes went over PAR with Morelock. Morelock prefers that OPA work directly with Shumway on faculty roster.
4-12-17	Scott Burris	Agricultural Communication and Education	Hughes shared PAR findings with Burris. Burris is currently serving as Interim Chair. This was Burris' first assessment meeting. Hughes shared that October 1 deadline is "back to normal."

- ✦ Faculty Credentialing Activity
  - ▪ Betty Ann Thomas completed DigitalMeasures' Activity Insight certification this week. This demonstrates a robust understanding about the management of the software. Certification is recommended by the company for each institution.
  - ▪ DigitalMeasures rolled out a new stock report that illustrates completeness of data in faculty accounts that are utilized in DM's usage statistics reports. OPA is deciding how to best use this report, possibly sharing it with Chairs or with individual faculty.
  - ▪ DigitalMeasures announced a new data integration partnership with Scopus, the largest abstract and citation database of peer-reviewed literature, including scientific journals, books, and conference proceedings. TTU has a Scopus license; OPA will coordinate with library personnel as this integration occurs. It will be available to faculty in June of 2017.
  - ▪ DigitalMeasures outstanding work requests:

Request #	Date Opened	Title	Status
44	3/22/2017	ABET Professional Leadership report	4-19-17: DM returned the report. OPA staff will carefully check the way the report pulls. 4-17-17: OPA sent the report back for revision. It will be set up for a much broader use--potentially for all graduate program reviews--and will be named just "Professional Leadership."

- DigitalMeasures Usage Statistics

(Number of Logins)	1 Week	1 Month	6 Months	1 Year
Activities Database - University (124,877)	290	1,823	58,237	75,000

DigitalMeasures Account Clean-Up of 5,791 Accounts, Spring 2017 (as of 4-20-2017)

- 22%
- 8%
- 70%
- # of accounts looked at that are currently being used: 1,290
- # of accounts that probably need to be disabled: 467
- # of accounts left to look at: 4,034

OUTCOME 2: The Office of Planning and Assessment will contribute to the Office of the Provost's institutional planning processes

✦ The Online Senior Assessment (OSA) currently has 257 responses. Last spring's OSA administration ended with 553 responses. Two more reminders will be sent to students before the OSA closes on May 1.
✦ OPA staff have continued to analyze the Raiders Engaged survey data while simultaneously preparing for the OPA Learning Series presentation on the fall 2016 data. OPA is planning on a redesign of the summary report to incorporate a web-based format which will be printable to a PDF if needed. Also, Dr. Birgit Green, Application and Development, and OPA are preparing for the 2016-2017 Administration of the Raiders Engaged survey with enhancements and improvements in functionality.

OUTCOME 3: The Office of Planning and Assessment will continually monitor the university's compliance with laws, policy statements, and policies deriving from the State of Texas, THECB, and SACSCOC

- ✦ THECB
  - ▪ A topic of much interest recently on the THECB website is "predictive analytics" (PA). PA refers to statistical analysis that extracts large amounts of historical data using various technologies to uncover relationships and patterns that can be used to predict behavior and events. A recent survey of Texas institutions of higher education demonstrated that 62% are currently using PA and 30% are interested in using it. Colleges in the United States are using PA to:
    - ▪ Identify at-risk academic and non-academic behavior and plan interventions
    - ▪ Match students with courses and majors and make recommendations of sequence of courses
    - ▪ Accelerate and enhance learning by anticipating content and resources to meet learner's needs
    - ▪ Use past data to predict type of students who will enroll
    - ▪ Assist with marketing and recruitment
- ✦ A major policy discussion on PA is set for April 20 at the THECB meeting. PA has been identified as a strategy in the *60x30TX* strategic plan for higher education and has the potential to make an impact across the state on student persistence and completion.
- ✦ A table was posted of changes in average budgeted faculty salaries from 2015 to 2016. Information is presented here of Texas Tech as compared with peer institutions [as suggested in TTU's 2010-2020 Strategic Plan], along with the state weighted average.

Change in Average Budgeted Faculty Salaries

Institution	Professor			Associate Professor			Assistant Professor			Instructor			First 4 Ranks		
	FY 2015	FY 2016	CHG	FY 2015	FY 2016	CHG	FY 2015	FY 2016	CHG	FY 2015	FY 2016	CHG	FY 2015	FY 2016	CHG
University of Houston	140,386	144,425	3%	93,162	96,386	3%	88,151	91,185	3%	-	-		112,231	114,819	2%
Texas Tech University	116,359	116,929	0%	80,641	83,914	4%	73,479	75,528	3%	51,528	52,813	2%	89,855	92,241	3%
The University of Texas at Arlington	116,972	122,143	4%	91,472	93,825	3%	78,894	77,043	-2%	0	0		97,284	100,217	3%
The University of Texas at Austin	151,217	156,928	4%	97,118	100,630	4%	89,795	93,751	4%	-	-		123,832	128,859	4%
The University of Texas at Dallas	149,783	156,650	5%	112,319	115,555	3%	105,417	110,595	5%	-	-		127,616	133,262	4%
University of North Texas	113,950	116,858	3%	83,734	87,423	4%	69,359	73,452	6%	62,531	-	(100%)	93,312	97,621	5%
Texas A&M University	134,251	140,745	5%	91,905	97,865	6%	85,753	89,342	4%	-	-		113,113	119,203	5%
Weighted Average	$121,147	$124,531	3%	$82,825	$86,255	4%	$72,461	$75,222	4%	$56,051	$56,845	1%	$94,374	$ 97,765	4%

- ✦ A fiscal year 2017 review of low producing programs for TTU includes: Food Science; Land Use Planning, Management, and Design; Microbiology; and Zoology. The final three have been low producing for three years in a row.
- ✦ A report was released with performance results of the Texas Success Initiative Accuplacer for college readiness. Lubbock County's results follow:

Statewide Summary by County and School District			Enrolled		All Areas		Math		Writing		Reading	
County	District Name	HS Grads	N	%grads	N	%Enrs	N	%Enrs	N	%Enrs	N	%Enrs
LUBBOCK	Total	2,880	1,214	42.15	760	62.6	883	72.73	1,033	85.09	928	76.44
	FRENSHIP ISD	502	250	49.8	185	74	190	76.8	213	85.2	212	84.8
	IDALOU ISD	61	39	63.93	23	58.97	29	74.36	29	74.36	32	82.05
	LUBBOCK ISD	1,674	669	39.96	409	61.14	501	74.89	585	87.44	493	73.69
	LUBBOCK-COOPER ISD	237	126	53.16	78	61.9	91	72.22	116	92.06	92	73.02
	NEW DEAL ISD	51	25	49.02	16	64	16	64	19	76	22	88
	ROOSEVELT ISD	64	20	31.25	8	40	11	55	14	70	13	65
	SHALLOWATER ISD	112	56	50	30	53.57	31	55.36	39	69.64	46	82.14
	SLATON ISD	68	20	29.41	10	50	11	55	14	70	15	75
	SOUTH PLAINS ACADEMY CHARTER DISTR	91	9	9.89	1	11.11	1	11.11	4	44.44	3	33.33

OUTCOME 4: Texas Tech University faculty and staff will be well-prepared to meet OPA's faculty credentialing, assessment, and strategic plan expectations

- The next TracDat and DigitalMeasures training has been scheduled for May 4 and May 8.
- Invitations to the first Assessment Liaison Committee meeting have been distributed. The first meeting will be September 7, 2017. The members of the committee at this time are:
  - Lori Rodriguez- College of Architecture
  - Courtney Meyers- College of Agricultural Sciences & Natural Resources
  - Susan Tomlinson- Honors College
  - Nichole Morelock- College Human Sciences
  - David Roach- College of Arts & Sciences
  - Wendy Humphreys- School of Law
  - Jason Rinaldo- College of Business Administration
  - Todd Chambers- College Media & Communication
  - Charlotte Stockton- College of Engineering
  - David Doerfert- Graduate School
  - Kacey Marshall Young- Provost Office
  - Clay Taylor- TTU Worldwide E-Learning
  - Marcelo Schmidt and Terrance Youngblood- College of Education
- OPA is working closely with the College of Education during its assessment leadership transition within the COE. OPA is assisting the COE with streamlining internal assessment processes to align with institutional assessment reporting expectations. This week, OPA met with the COE IT group to review their internal reporting software to discuss how the software could assist with institutional reporting.
- OPA is working closely with Industrial Engineering to input data from their most recent ABET Report into TracDat in the Actions for Improvement section.
- The Assessment Innovation Grant has been available on the OPA website at https://www.depts.ttu.edu/opa/innovationgrant.php. There has been one submission already.
- The OPA Annual Report is now available online as well at https://www.depts.ttu.edu/opa/docs/OPAAnnualReport2017.pdf
- Finally, the Portfolio Resource page is still in development, but available to view at https://www.depts.ttu.edu/opa/portfolio/. The page will become active once needed information and new graphic is available.
- On Wednesday, April 19, OPA staff hosted the Spring 2017 OPA Learning Series Event titled *Implications of Revised SACSCOC Principles*. In addition to OPA staff, a small group of 4 staff members and 2 faculty members attended. Several faculty members emailed OPA about the inability to attend due to teaching schedules, so the presentations were emailed to these faculty.
- OPA routinely surveys individuals that we have worked with through Chair Visits, Program Coordinator Consolations, and SSL Feedback Meetings. Below are the results of the survey to date for 2016-2017.
  - OPA Feedback Survey- n=51

	4 pt scale
"I feel this meeting was a valuable use of my time."	**3.80**
"OPA answered my questions clearly and appropriately."	**3.88**
"OPA is providing the resources and assistance I need to meet the institution's reporting expectations"	**3.78**

- ▪ DigitalMeasures Feedback Survey- n=9

	4 pt scale
"My new issue with DigitalMeasures proceeded accurately and appropriately."	**3.80**
"OPA answered my questions clearly and appropriately."	**3.88**
"OPA and DigitalMeasures are providing the resources and assistance I need to meet the institution's reporting expectations."	**3.78**

In addition to direct contributions toward the departmental goals, OPA continues to focus on continuous improvement measures.

✦ OPA staff have been managing a registration survey in Qualtrics for the Study Abroad office's Pre-Departure Orientation for students who are planning to study abroad. This survey was able to successfully track student registration over a 2.5 week period and 11 registration dates. This is the first survey OPA has administered through Qualtrics and it was able to showcase much of the functionality of the survey platform. Today is the final day of the PDO survey.