Institutional Effectiveness Weekly Report
September 9, 2016

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

✦ Support Service Level (SSL) Continuous Improvement reports been submitted by 36 Support Service Levels. The remaining units have been given an extension to September 9 to compile their data. Once reports are received, they will be transferred to a four-column template for use by the fall SSL Peer Review Committee. A meeting will be scheduled with the SSL IE Committee once a time can be identified that meets most availability. Additionally, the committee will discuss the QEP and method of reporting.

✦ With the submission of the Monitoring Report, OPA has begun to revise the Program Assessment Rubric (PAR) to incorporate more areas for evaluation. Results from the second evaluation, as well as referencing other rubrics, is being used in the revision process. The rubric will be available to be reviewed by the Institutional IE Committee before it will be distributed to programs.

✦ To ensure compliance with HB 2504, OPA staff continue to work with faculty assisting with login, account setup, and syllabi loading. The deadline for compliance was September 7. OPA will begin to work with noncompliant faculty throughout next week before contacting departmental chairs.

   ▪ HB 2504 requires, "Each public institution of higher education, other than a medical and dental unit, shall make available to the public on the institution's Internet website the following information for each undergraduate classroom course offered for credit by the institution: a syllabus [and] curriculum vitae for the instructor(s) of record." Texas House Bill 2504 was signed into law in May, 2009 with the mandate to commence Fall 2010. This legislation requires that "each institution of higher education … make available to the public on the institution's Internet website certain undergraduate course information, and information about available work-study opportunities." The Office of Planning and Assessment maintains public course access information about undergraduate courses, while Texas Tech's Financial Aid office maintains information about available work-study opportunities.

   ▪ The THECB rules required this information to be:

- Accessible from the institution's Internet website home page by use of not more than three links;
- Searchable by key words and phrases
- Accessible without requiring registration or use of a user name, password, or other user identification;
- Available not later than the seventh day after the first day of classes for the semester during which the course is offered;
- Updated as soon as practicable after the information changes, at least once for every semester in which the course is offered; and
- Continue to be available until at least the second anniversary of the date on which the information was initially posted
- Additionally, an up-to-date curriculum vitae must be available for each instructor of each course for two years after the course is taught.

✦ DigitalMeasures Usage Statistics

(Number of Logins)	1 Week	1 Month	6 Months	1 Year
Activities Database - University (123,507)	2,780	6,692	14,303	70,066

✦ QEP- Communicating in a Global Society: Bear Our Banners Far and Wide Update:
- OPA assisted Dr. Paul Pare, Director of the QEP and the Center for Global Communication, with multiple administrative tasks. Working with the Office of Communications and Marketing, an official QEP letterhead was created which has been sent to the printers along with the ordering business cards that will be consistent with the letterhead. Dr. Pare, along with another faculty member, will be attending a continuing education conference in October. OPA assisted with their registration, hotel reservations and other travel related items.

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

✦ After receiving a request from the Provost Office to provide information about programs that prepare students for professional Licensures and Certifications, OPA worked extensively to prepare the 2016 Licensure and Certification Report. The report was submitted to the Darryl James on Wednesday, September 7. In addition to other certifications that require a degree from a specific program, nearly 35 Teacher Certification programs. Over 28 programs prepared graduates for professional licensure. Overall, 73 degree programs were identified within 8 colleges.
✦ Freshman and senior emails have been retrieved for students to participate in the Global Perspective Inventory (GPI). Marketing email templates were provided by Iowa State to personalize for TTU's purposes. Administration will be facilitated by OPA staff, with weekly reminder emails for participation. The GPI will launch on Monday October 3rd and close on Saturday October 22nd.

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

✦ OPA staff offered a customized faculty credentialing training session to the Department of Petroleum Engineering on Friday, September 9.
✦ OPA staff offered a brief training session on faculty vita entry for the Area of Marketing in the Rawls College of Business on Thursday, September 8.
✦ On Wednesday, September 7, the Office of Planning and Assessment offered a customized training session to Communications & Marketing staff who work in the College of Human Sciences.

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

✦ As the West Texas Assessment Conference (WTAC) approaches, there are multiple updates:
  ▪ Nuventive has agreed to be a sponsor for the conference.
  ▪ All but one proposal candidate has formally accepted an invitation to present at the conference.
  ▪ OPA staff met with Michelle Hougland with TTU's Marketing office regarding printing of the program. Several deadlines have been identified including all program information to be given to Marketing by Sept. 14.
  ▪ The keynote, Dr. Kate McConnell, has confirmed her intention to attend the conference. She is also willing to sit on a panel.
  ▪ A committee meeting held on Sept. 2 covered other important matters as the date for the conference quickly approaches. These matters include a need to push for registrations; two panels will be organized, one by TTU and one by ASU; and preparations for AV needs at the conference.
  ▪ The committee will continue to meet weekly on Fridays at 9:00 until the conference occurs.
  ▪ The schedule for WTAC is in its final drafting stages. All sessions and panels have been scheduled in corresponding rooms. The schedule will be finalized this week before being provided to Communications and Marketing to print in the conference program.