



TEXAS TECH UNIVERSITY
Office of the Provost

Office of Planning & Assessment™

Special Report

Texas Association for Higher Education Assessment Conference October 19, 2018

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



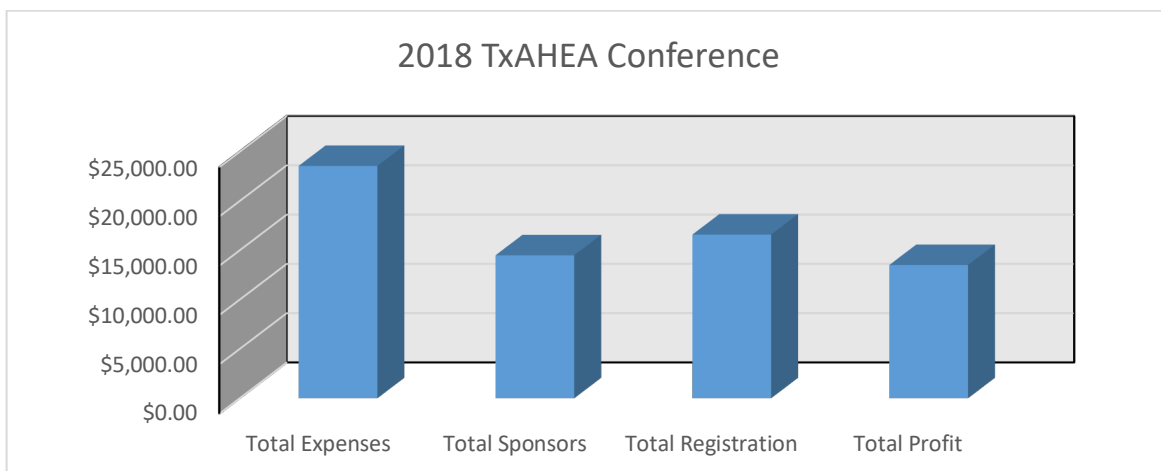
General Overview

For the past six years, the Office of Planning and Assessment at Texas Tech and the Office of Accountability at Angelo State University have hosted the West Texas Assessment Conference. To increase our visibility among higher education assessment professionals, Texas Tech and Angelo State collaborated with nine colleges and universities across the state to create the Texas Association for Higher Education Assessment Conference (TxAHEA). The inaugural year for the TxAHEA conference was held at the University of North Texas in Denton, Texas. There were 193 registered attendees for the inaugural conference. The 2018 TxAHEA planning

committee consisted of faculty and staff from Texas Tech University, Angelo State University, Texas A&M International University, University of North Texas, Texas Woman's University, North Central Texas College, Texas A&M Commerce and Tarrant County College. Following the success of this year's conference, several additional universities have requested to join the planning committee.

Financial Overview

The planning committee understands that in the world of higher education and assessment conferences, there are many accreditation-related conference choices. The planning committee felt very strongly about maintaining a low registration fee to help attendees who might have a limited travel budget. A \$100 registration fee was offered, as well as a \$50 registration fee for graduate students. Sponsorship of this conference was at a record high with a total of about \$14,500. The 2018 TxAHEA sponsors were University of North Texas, North Central Texas College, Nuventive, Tableau, Strategic Planning Online and Institute for Competency-Based Education at Texas A&M Commerce. The planning committee will be collecting a few outstanding registration fees and finalizing expenses, but currently we have about \$7,000 to save towards the 2019 TxAHEA conference



Keynote Speaker

- They Keynote Speaker for the 2018 TxAHEA Conference was Dr. Kevin W. Sightler. Dr. Sightler is the Director of Substantive Change at the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC). He and his team manage all substantive change reviews including new academic programs, off-campus instructional sites, mergers and consolidations, program closures, joint and dual academic programs, competency-based educational programs, and others.



- Dr. Sightler also gave a presentation on Common Substantive Change Misperceptions and a basic overview into the world of Substantive Change.



Conference Highlights

- This year there were a total of 36 presentations and 1 panel. A few of the presenters came from University of Central Oklahoma, The University of Texas Rio Grande Valley, Colorado Mesa University, Midwestern State University, Northeast Lakeview College, University of Texas at Austin, Angelina College, Tarleton State University, University of Central Missouri and Stephen F. Austin State University.
- At the end of every conference, all attendees receive a survey asking for their feedback about suggestions for making the conference better and any additional comments. The responses have included feedback with both positive comments and improvement strategies.
 - *This was a great conference! I'm planning on returning—and with others from SFA.*
 - *Glad the conference is revived. The old A&M conference was very valuable so this gets at those same goals.*
 - *It seems ok for office personnel and sacs liaisons, but I would not recommend it to general faculty or student affairs professionals unless the content expanded.*

- *Thanks so much for the hospitality and excellent organization.*
- *This conference was extremely well coordinated and organized. I felt I took away 1-2 ideas from each session.*
- *Loved that this was local and cost was very affordable to send teams, I would continue to keep this for continued participation from assessment teams at institutions.*
- *It would be nice to have more opportunities to network with colleagues.*
- *Either expand topic coverage to include co-curricular learning, or better define who should attend.*
- *I am amazed at how fast you have developed this conference over the years! You all are doing it right already, quite clearly!*

Planning for 2019 TxAHEA Conference

- The planning committee will hold a conference call at the end of October to determine the location for the 2019 conference. As well as determining next year's location, the agenda will also consist of reviewing the financial standings, discussion about new planning committee members, debriefing about the feedback from the survey, and personal opinions on how to continue to improve next year's conference.
- The committee, as well as OPA, is very proud of the result of this year's conference, and we will continue to work hard to ensure that the TxAHEA conference is successful, and grows every year. As the planning began for the 2018 conference, a goal was set for the conference to reach 150 attendees. A higher goal will be set once the planning for the 2019 conference begins.
- The planning committee will schedule a meeting in December that will include any new planning committee members, and planning for the 2019 conference.