



TEXAS TECH UNIVERSITY  
Office of the Provost

## Office of Planning & Assessment

### Institutional Effectiveness Weekly Report October 20, 2016

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

*The Office of Planning and Assessment reports its weekly activities and contributions toward Texas Tech University's institutional effectiveness efforts. This week's report will highlight the recent success of the 5th annual West Texas Assessment Conference.*

#### Conference Attendance

- Conference attendance was lower this year than last year. There were a total of 55 attendees. However, participants came from as far as Oklahoma State University this year as well as several *new* institutions: University of Texas of the Permian Basin, University of Mary Hardin-Baylor, South Louisiana Community College, Paris Junior College, Alvin Community College, Tyler Junior College, McMurry University, and Texas A&M Central Texas. There are multiple issues that may have contributed to the decreased participation. Most likely, the main reason for decreased attendance can be attributed to the two-day format, resulting in a higher registration cost. Moving forward, the WTAC committee will need to discuss this issue to determine what is the best course of action.

#### Financial Status

- Nuventive, Texas Tech University, and the Texas Tech University System all provided financial sponsorship.
- Expenses are still being tabulated for the conference. However, conference costs in San Angelo, TX are significantly reduced compared to previous WTAC conferences.
  - \$1,800 in sponsorship
  - \$5,420 in registration fees

#### TTU Presentations

- There were two presentations from TTU:
  - There was one presentation from OPA's Research Assistant, Pham Nhung.
  - Paul Pare, Luke Lafebvre and Jay Killough participated a panel discussion regarding the QEP Assessment.

## Conference Evaluation

- A comprehensive conference evaluation survey link was sent to all attendees, and data collection is still underway.

## Presentation and Keynote Speaker Highlights

We were honored to have Kate McConnell join us this year at the West Texas Assessment Conference. Dr. McConnell is the Senior Director for Research and Assessment at the Association of American Colleges & Universities. Kate began this position after serving in several capacities at Virginia Tech, including most recently as its inaugural Director of Assessment in the Office of the Vice Provost for Undergraduate Academic Affairs. Kate's work focuses on using course-embedded assessment to improve teaching and learning while also addressing accountability and accreditation requirements.

