



## October 2022 Institutional Effectiveness Monthly Report

### Prepared by the Office of Planning and Assessment

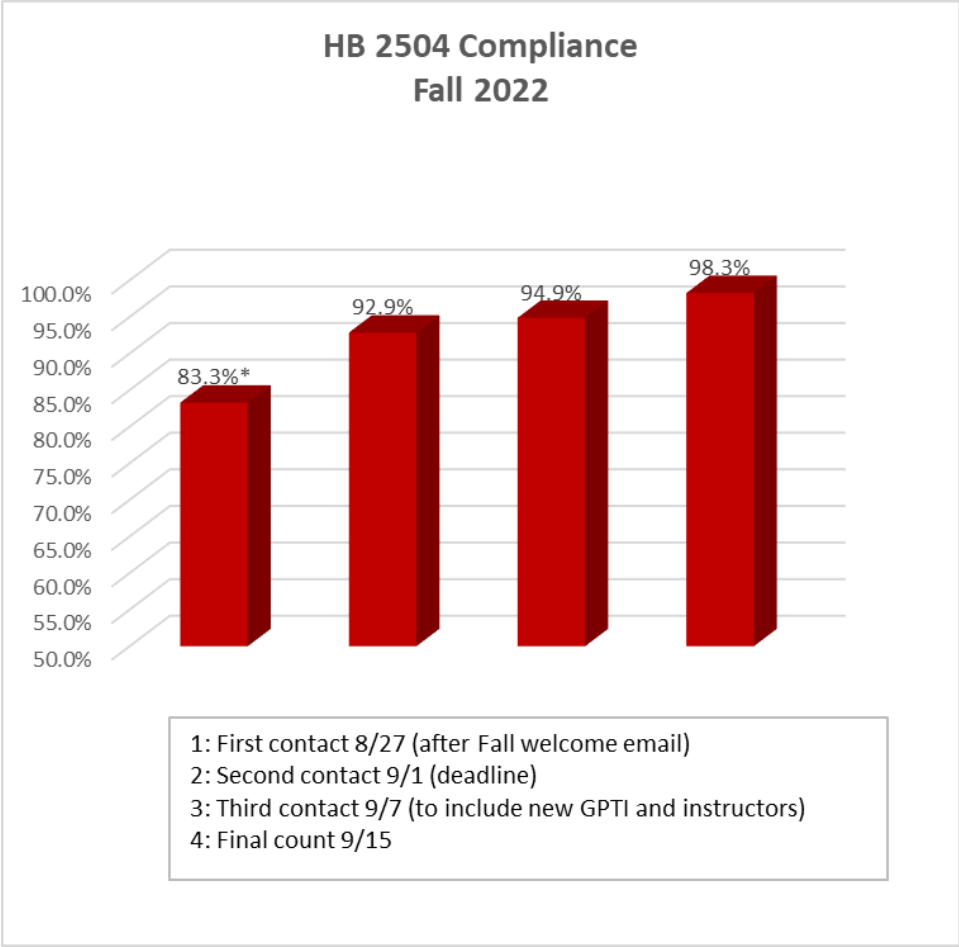
#### ***OUTCOME 1: PROMOTE SUCCESSFUL ASSESSMENT INITIATIVES ACROSS CAMPUS.***

##### Update on HB2504 Compliance (Kenny)

Fall HB2504 Compliance was very smooth this year. OPA received more support requests for new accounts. Typically, these requests are due to access loss. This indicates that more communication is occurring between administration, faculty, and students regarding uploading compliance. OPA is moving forward with transparency-based improvements to Faculty Success and how we can make information available and apparent.

Chairs will be sent a final count of remaining users as soon as an issue in FS is corrected, which is assigning "noemailfound" for some user email addresses that are still processing. This is being fixed by ADS presently. After receiving this, new counts will be sent to ensure no faculty are left out or erroneously reported to their Chairs and Deans.

Fall compliance remained high, similar to previous years. Similarly, the response rates between the first day of classes and our first email reminder were very good, halving the number of remaining syllabi.



[Update on Fall Assessments \(Bryson\)](#)

**Core and Multicultural Curriculum Data**

OPA will administer the Fall 2022 Core Curriculum data collection on November 14<sup>th</sup>. We have an updated IoR email list and are making updates to courses offered and their corresponding surveys. We continue to evaluate and improve the data collection process and are confident that Fall 2022 will be our most successful administration yet. The Fall administration will continue until December 14<sup>th</sup> with follow-ups until December 21<sup>st</sup>.

**Communication Literacy Data Collection**

OPA has created a mailing list for the Communication Literacy data collection and are ready to distribute the survey starting November 1<sup>st</sup> and ending on December 7<sup>th</sup>. Scoring for the three levels of CL criteria has been added as well as follow up questions if the scoring mean is 2.5 or below. We hope to collect data annually and share the data with departments to better assess their Communication Literacy and make improvements where needed.

**ETS Proficiency Profile**

OPA began administering the ETS Proficiency Profile on October 1<sup>st</sup> to First-Year students. As of October 13<sup>th</sup>, we've had 21 completions out of 100 available tests. In the spring of 2021, we

had a 100% completion of the ETS proficiency profile and plan to achieve the same outcome during the fall administration. Our office is also offering two scholarships for \$500 as incentives for students to complete the assessment. OPA will send out weekly reminders to students that have not completed the assessment, ending the administration period on November 11<sup>th</sup>.

## ***OUTCOME 2: EDUCATE: TEACH OTHERS ABOUT THE VALUE OF ASSESSMENT.***

### **OPA Presentations at TxAHEA**

OPA staff represented Texas Tech very well at the 2022 Texas Association for Higher Education Assessment (TxAHEA) conference. Jennifer Hughes and Kara Page presented on “Surviving the Lockdown: Faculty Perceptions on the Impact of COVID-19 on Assessment Reporting” and Bryson Carroll and Levi Johnson presented “Unlocking the Mystery of NSSE: Increasing Responses, Planning Ahead, and Utilizing Data.” Bryson Carroll also served on a multi-institutional panel titled “General Education Learning Outcomes – Can They Wait?” See pictures below!





### ***OUTCOME 3: AWARENESS: ADVANCE ASSESSMENT-RELATED INITIATIVES ON CAMPUS.***

#### **Social Media Launch Update**

Social media is proving to be a valuable tool in OPA's operational processes. Primarily, it serves as a mechanism to celebrate and highlight excellent work from TTU's faculty and staff. For example, we used our Facebook and Instagram to promote Dr. Cargile-Cook's leadership in assessment, which then allowed the College of Media and Communication to share with their faculty and students her progress as well.



Thus far, our social media pages have reached a total of 1,972 users on Facebook and 301 users on Instagram. These followers are a result of consistent outreach from OPA through our social media pages. One of our most successful outreach posts to date celebrates the winners of the Innovation Grant. This post reached 797 people on Facebook and received 126 Facebook engagements (reactions, likes, comments, and shares). Another successful post includes two of OPA's staff members meeting Beto O'Rourke at the Frazier Alumni Pavilion. This post reached 439 people on Facebook and received 154 engagements, 13 likes and 6 comments on that platform as well as received 4 Instagram likes. TxAHEA reflection posts have also done well with 486 people reached with 60 engagements, 9 likes and 2 comments. These specific posts have moved into audiences beyond the Tech community.

We look forward to using these forums to educate the TTU community about 'who is OPA' and 'what is assessment'. We have initiated a staff spotlight series, wherein we share fun and friendly information about our staff. Our most successful staff spotlight post to date reached 24 people and had 10 engagements, 5 Facebook likes and 16 Instagram likes. Another technique we are using includes simplifying big assessment concepts into easier to digest infographics. We hope to increase user engagement within these educational topics as well.

### [Distribution of Fall Newsletter](#)

On October 6<sup>th</sup>, OPA distributed its Fall 2022 newsletter to all faculty and staff classified as Administrator and above. This semester's newsletter included information about the remaining professional development offerings, an update on core and multicultural and communication literacy reporting, information on OPA's social media channels (@ttuopa!), announcements regarding the IE Award application and our fall AIG Award winners, and more. The full newsletter is available on our [website](#).



TEXAS TECH UNIVERSITY

## Office of Planning & Assessment

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Fall 2022 Newsletter