



September 2022 Institutional Effectiveness Monthly Report

Prepared by the Office of Planning and Assessment

OUTCOME 1: PROMOTE SUCCESSFUL ASSESSMENT INITIATIVES ACROSS CAMPUS.

Introduction of New Monthly Report

It's a new day and a new year in OPA! As we start a new fiscal year, we are transitioning into a new monthly IE report format, to be shared with Dr. James the second Friday of each month. By switching to a monthly report, we hope to provide more in-depth, comprehensive information to Dr. James and the Texas Tech community. Additionally, our weekly report will be replaced with more frequent office updates on our newly launched social media platform. Join @texastechopa!

We have also updated our own operational outcomes, so you will notice a new “look” to our report. We will now measure against the following three operational outcomes:

1. **Promote.** Promote successful assessment initiatives across campus.
2. **Educate.** Teach others about the value of assessment.
3. **Awareness.** Advance assessment-related initiatives on campus.

Although our branding for the monthly report is not yet complete, we will soon be unveiling a new report template design in October 2022.

Launch of Fall Assessments

Core and Multicultural Curriculum Data Collection

OPA will administer the Fall 2022 Core Curriculum data collection on November 14th. Our work with course directors of larger courses has been productive, leading to clearer data collection for OPA and fewer email reminders, follow-ups and overall frustration from instructors. Earlier this year, we met with faculty from the Political Science department to work on a method for TAs to submit data to the course directors to minimize data duplication, which worked

excellently during the Spring administration. We hope to use this method as an example with other course directors in the future. We also created a way for instructors to complete multiple surveys if they teach more than one Core and Multicultural course. The Fall 2022 administration will continue until December 14th with follow-ups until December 21st. Our data collection has continued to improve each semester, with better response rates, fewer issues faced by instructors, and overall better data quality.

Communication Literacy Data Collection

We've updated the Communication Literacy data collection tool and are ready to distribute it. We've worked with the Registrar's Office to create a working dashboard of all CL courses and their instructors. This also eliminates questions from the survey (i.e., Name, email, college, etc.). We will also include embedded data from the dashboard with course prefix and number for each CL instructor and corresponding branching logic. This will allow instructors with more than one CL course to complete the survey only once instead of multiple times. 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. Our plan is to distribute the survey on November 1st with a deadline of December 7th. Please let us know if you have any questions or concerns about the CL survey.

ETS Proficiency Profile

OPA will administer the ETS Proficiency Profile this fall, which assesses first-year students' skills in reading, writing, critical thinking, and mathematics. 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. The assessment is conducted completely online, and students only need a computer and internet connection to download the required software and complete the test. OPA has 100 available tests and will invite students to complete the assessment via email on October 1st. Each student has 40 minutes to complete the assessment and can take the test at their convenience until October 31st. Our office is also offering two scholarships for \$500 as incentives for students to complete the assessment. We are working with Institutional Research to create a list of all first-year students and will distribute the assessment through the Lyris email system.

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

Fall Professional Development Offerings

OPA has finalized its Fall 2022 professional development offerings for OPA Learning Series and OPA Coffee Breaks. These sessions will be offered via Zoom and are available for registration on the TLPDC event listing website. Coffee Breaks presenters include Kelli Cargile-Cook and Levi Johnson, and Learning Series presenters include Kara Page, Jennifer Hughes, and Kenny Shatley. The fall schedule is below.

OPA LEARNING SERIES

SEPTEMBER

20TH AT 2:00PM
ZOOM

Introduction to the
New Directors and
Deans Suite in
Faculty Success

OCTOBER

19TH AT 10:00AM
ZOOM

Surviving the
"Lockdown": Faculty
Perceptions on the
Impact of COVID-19
on Assessment
Reporting

NOVEMBER

15TH AT 2:00PM
ZOOM

Q&A Town Hall
Session Over the
State of Texas Tech's
QEP

Register Online at the
TLPDC

OPA COFFEE BREAKS

OCTOBER

11TH AT 2:00PM
ZOOM

Using Card
Sorting to Map
Course and
Programmatic
Objectives

NOVEMBER

10TH AT 10:00AM
ZOOM

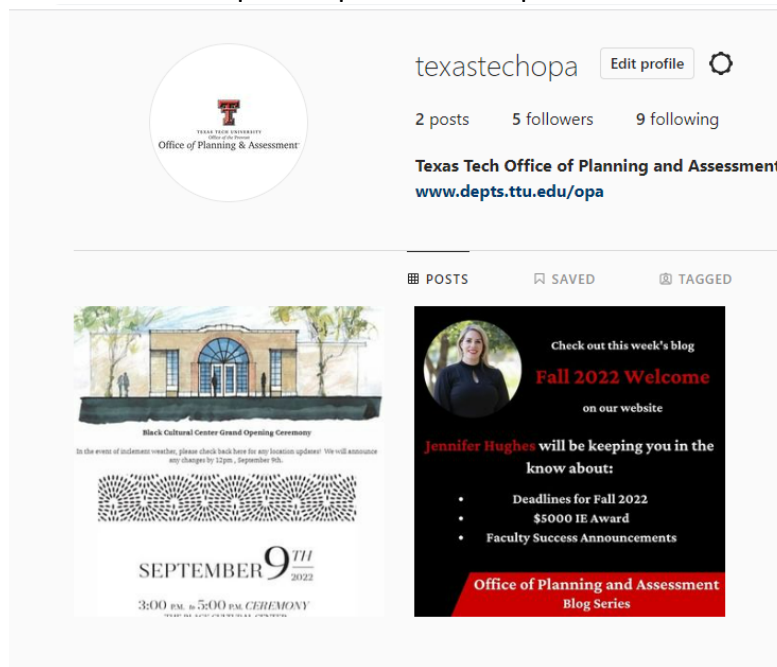
Supporting
Innovation Through
Collaborative
Assessment

Register Online at the
TLPDC

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

Social Media Update

OPA has launched their social media platforms! We are active on Twitter, Facebook, and Instagram. Staff have been contributing content and testing out a variety of social media publishing software. Here are a couple samples from our posts:



Beginning next week, staff will strategically start to gather ‘followers.’ It is important to have a significant number of followers on each platform so that we can efficiently communicate to TTU faculty and staff.



Ultimately, our purpose online will be to educate people about assessment, promote assessment victories, and to generate awareness about our Office and accreditation efforts. We are most excited for the opportunity to celebrate our faculty and staff.

New Faculty Resource Fair

Kenny and Jennifer attended the Fall New Faculty Orientation Resource Fair. The event was held in the Library just ahead of the first day of classes. OPA and other departments across campus were there to welcome and guide new faculty while explaining some of the functions of various offices. We were there to give small bags of OPA-branded gifts while explaining HB2504, Faculty Success, and how our office can assist. We also had a few faculty express interest in utilizing the CV Services resource at OPA and took information for contact and potential Faculty Success data transfers from other institutions.

We took the opportunity to promote this particular event as part of our newly launched social media plan.



Graphic

Social Media 800 px x 800 px



Created by Kenny Shatley
Tuesday, Aug 30, 03:11 PM



Posted to Office of Planning and Assessment
Tuesday, Aug 30, 04:22 PM

Post

Insights

Thanks to everyone who attended the New Faculty Resource Fair!

Kenny and Jennifer from OPA had a great time meeting all of you and hearing about your expertise!

TxAHEA Update

As of last week, we have 136 conference registrations, 52 participating institutions, and \$50,973 in revenue to pay for conference fees. We are pleased, and we feel that this year will be better than ever! Every year, the conference improves! Our staff has worked to create engagement opportunities for attendees, and we will continue to staff the registration desk at the conference. Jennifer Hughes, Kara Page, and Bryson Carroll will all be offering formal presentations at the conference.