

Institutional Effectiveness Weekly Report



TEXAS TECH UNIVERSITY

March 4, 2022

Outcome 1

The Office of Planning and Assessment will contribute to Texas Tech University's ongoing compliance with all external accrediting agencies and State of Texas mandates.

Reaffirmation Update

OPA continues to work behind-the-scenes preparing for the 2025 reaffirmation of accreditation. This week, we converted PDF files from the 2015 Compliance Certification Report and the 2020 Fifth Year Report into Microsoft Word format, so that authors will begin their narratives with a modifiable Word document.

On Friday, March 4, Dr. James gave approval to move forward with the development of a Topic Identification Committee. Jennifer Hughes will draft an invitation email for prospective members to Dr. James, which will be included in next week's weekly report.

Outcome 2

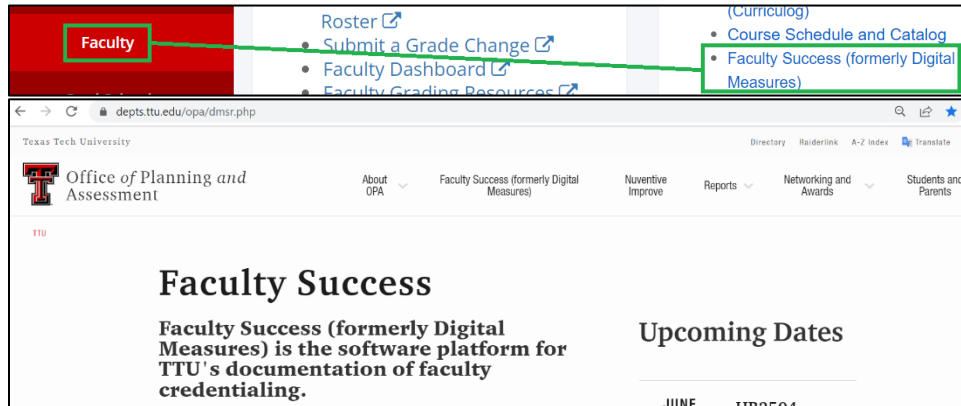
Texas Tech University faculty and staff will be well-prepared to meet OPA's faculty credentialing, assessment, and strategic plan expectations.

Update on Communication Plan Regarding Faculty Success/DM

With the name change from Digital Measures to Faculty Success, OPA has determined a communication campaign to ease into the new changes without starkly affecting day-to-day operations. For example, full implementation was delayed until Spring 2022, a time when all faculty, including new Fall hires, would be familiar with the name Digital Measures and with the system basics, to begin addressing the name as Faculty Success. Moving forward, OPA will continue with the expectation of full implementation by the Fall semester. Faculty and Administrators have already begun using the name Faculty Success with more regularity, but there are still resources that need to be updated.

Completed:

- 1) Begin using the name "Faculty Success (formerly Digital Measures)" to match the verbiage from Watermark and familiarize faculty and administrators with the name change
- 2) Change weblinks to include the "Faculty Success (formerly Digital Measures)" language
 - a) OPA Website and RaiderLink have been updated to show Faculty Success. OPA will be on the lookout for any other mentions of the term on other TTU websites or departmental websites.



Late Spring/Summer Expected Completion:

- 1) Update any remaining handouts or websites throughout TTU that include the DM or Digital Measures text
- 2) Update videos on the OPA website/YouTube that don't say Faculty Success

Late Fall:

Remove all instances of the text (formerly Digital Measures) except for anchoring links or webpages in case faculty are unfamiliar with the term or are more familiar with the previous term. For example, the OPA website will keep the naming convention, and it would be ideal to keep RaiderLink and the PACI website with some mention, for returning faculty or students who were familiar with the previous title.

Spring Professional Development Offerings

OPA's spring professional development offerings for OPA Coffee Breaks and OPA Learning Series have been finalized. This is the first time for professional development to be offered via Zoom and the response has been positive with at least 20 attendees per session. OPA will continue to offer sessions via Zoom for the spring semester and re-evaluate its approach for fall. The calendar of events is included below.

OPA Professional Development Events

All events will be on Zoom. Please register online at the TLPDC.

February 23, 2022 at 2:00 PM
Unlocking the Mystery of NSSE: Increasing Responses, Planning Ahead, and Utilizing Data
Mr. Bryson Carroll
Office of Planning and Assessment

March 4, 2022 at 11:00 AM
Assessing student outcomes in Nuventive: Opening a Pandora's Box
Dr. Stephanie Shine and Dr. Shera Jackson
Human Development and Family Studies

March 22, 2022 at 10:00 AM
How Student Interventions Can Lead Data and Build More Than Just Bridges Across A Campus
Mr. Joshua Barron
Student Success and Retention

April 20, 2022 at 9:00 AM
A Matter of Trust: Conversations of Diversity, Equity, and Inclusion in the Classroom
Dr. Karen Alexander and Dr. Amanda Holland
Family and Consumer Sciences Education

April 26, 2022 at 3:30 PM
Preparing for TTU'S 2025 Reaffirmation of Accreditation
Dr. Jennifer Hughes
Office of Planning and Assessment

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Assessment Spotlight

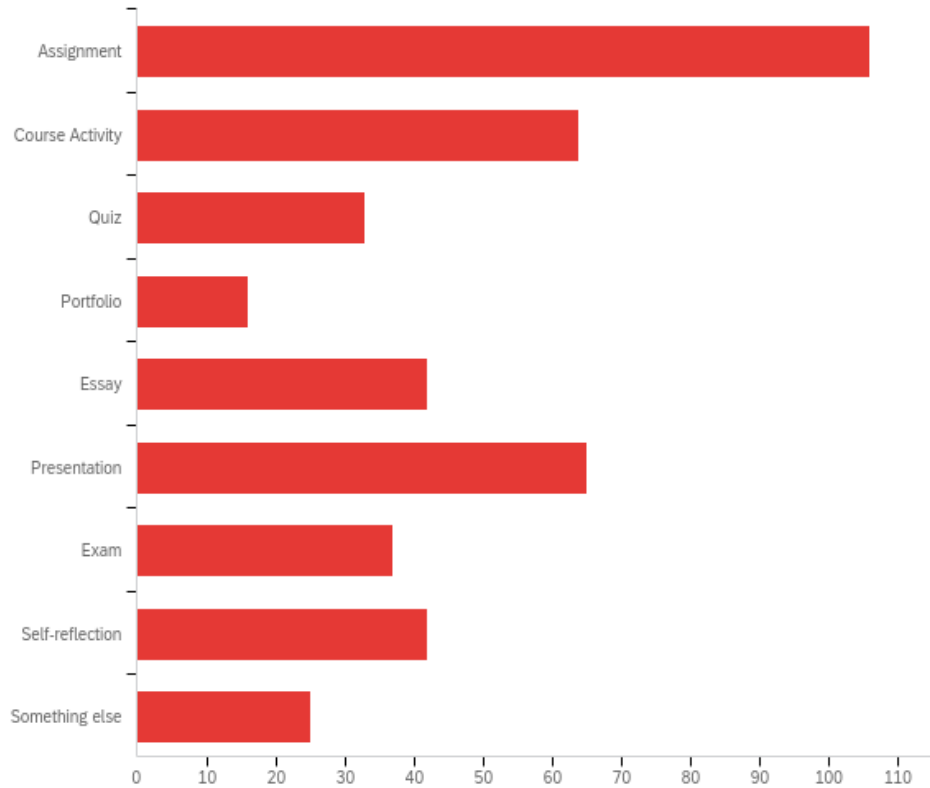
OPA is excited for the opportunity to highlight Tech's Auxiliary Services for their commitment to assessment. This Spring Assessment Spotlight will be awarded to Patrick Albritton, Assistant Vice President for Auxiliary Services, for his efforts to highlight the individual strengths of the auxiliary units, Hospitality Service, Housing, Recreation, and Student Health, while bringing unity to the whole department. Albritton believes that Auxiliary Services is the *Golden Thread* which enhances the Red Raider quality of education through student experiences and services. Albritton, along with Jackie Kimbler, has worked with OPA and each unit's Director to develop a strategic plan and align individual unit assessment plans with the overall Auxiliary Vision. Within this mission, he sees each department as remarkable pillars in the University's efforts to attract and retain a diverse community.

TxAHEA Update

TxAHEA has received one proposal for the 2022 Annual Conference! We are pleased to receive a proposal well before the registration period. A meeting is scheduled for Monday, March 7th to discuss registration procedures for the conference. Early-bird registration will open on April 15, 2022.

Communication Literacy Update

On September 15th, 2021, the Office of Planning and Assessment launched a new Communication Literacy (CL) survey through Qualtrics to learn more from faculty teaching CL courses. Specifically, we wanted to know what types of assessments tools they were using, why they used those tools, and examples of what those tools looked like in in their courses. Our office sent the survey to over 500 faculty members who had two weeks to complete it. We received 171 responses from most of the colleges at TTU, with 63 responses from the College of Arts and Sciences, 33 responses from the College of Media and Communication, and 13 responses from the CASNR. We asked faculty to identify the types of assessment tool they used to evaluate communication literacy in their courses. Based on the responses, most faculty members used an assignment (~25%) a presentation (~15%) and/or a course activity (~15%).



While our content analysis is ongoing to determine why faculty used these assessments and what they looked like in each class, most of the responses indicated either document creation, group discussions, or group/individual presentations. Document creation was field specific, asking students to effectively communicate findings, analysis, visual messages, or other content. Document creation is closely associated with the previous Writing Intensive course label used before Communication Literacy was adopted. Discussions included group exercises, debates, data interpretation, and/or other dialogues between groups. Finally, group and individual presentations included research findings, laboratory/technical briefings, or content summaries from the course. Most assessment tools were used multiple times throughout the semester compared to the few times there were used only once in the course (such as a final presentation, exam, etc.).