

Institutional Effectiveness Weekly Report



TEXAS TECH UNIVERSITY

March 18, 2021

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.

Summary of Faculty Annual Review Report Changes

At the end of 2020, OPA asked departments and colleges to provide any requested changes to the Spring 2021 Annual Report templates. Simultaneously, changes were being implemented in DM for general maintenance and updates for better communication between software platforms.

By updating these reports and working with DM, we learned a lot about the process of updating reports and other screens in DM. Chairs and other responsible parties worked with us to develop new or updated reports for the:

- Department of English
- Department of Kinesiology and Sport Management
- College of Agricultural Sciences and Natural Resources
- College of Engineering
- School of Veterinary Medicine
- College of Education

We have opened discussion to develop new reports and have had preliminary meetings for:

- TTU Costa Rica
- College of Visual and Performing Arts

At this point, the AFR process is complete or nearing completion, and we have found some areas that OPA can work on in the coming months.

1. Update the Reports section of Digital Measures.
 - a. We have many unused or obsolete reports and report creation attempts that can be deleted. We also have not reviewed security access roles for reports. This is one issue that comes up with the confusion between reports. By updating user

access, users will only be able to see relevant reports, and hopefully that will also reduce troubleshooting needs.

2. Screens in Digital Measures have not been reviewed in some time.
 - a. There are frequently used screens that are frequently updated, but other screens do need attention to determine redundancy and if the report still functions correctly.
3. Individually update AFR reports for colleges and departments by working with them directly.

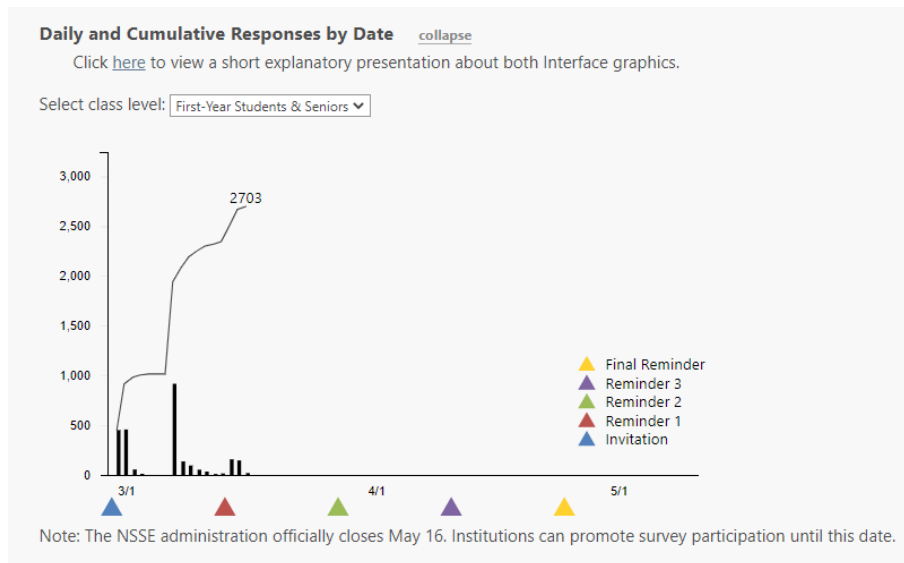
Graduate School Digital Measures Project

After meeting with the Graduate School on Tuesday, March 16, the Graduate School Student Cohort project in Digital Measures made immediate progress in our next phase of implementation. There are still some issues to work through, because by creating a student Cohort, we exclude College-level data. We have some potential solutions, but OPA, DM, and ADS will need to meet about this for more discussion.

While Kenny works on this aspect of the project, the Graduate School will be creating a master list of needed metrics and screens for Graduate Students. When this is received, we can convene with ADS and DM to determine our next steps.

NSSE Update

The 2021 NSSE began on March 1st and has been well received by first-year students and seniors. As of Wednesday morning, TTU's response rate is 16.5% with 2,150 completed surveys and 553 partials out of 16,356 total invitations. The prior NSSE in 2019 had a response rate of 9.8% at the end of April with only 1,614 responses (sum of completed and partial responses). With more than 1,000 additional responses and the survey remaining open for about 6 more weeks, we expect the response rate to continue to climb and further exceed the 2019 results. Additionally, TTU is outpacing the national average response rate for our size category (sample sizes of 10,000 students or more) by 4 percentage points. These are excellent response rates which will continue to grow, leading to higher quality data that will be more useful to the university. The OPA's first year of conducting the NSSE is off to a great start.



We suspect there are a few reasons for the high response rate:

1. **Consistent communication from multiple sources.** Students received a letter from the President's office encouraging their participation a week before the survey began. The OPA and Division of Diversity, Equity, and Inclusion sent out physical flyers to departments around campus to post in high traffic areas. They also use consistent social media messaging to encourage participation and explain the value of NSSE data for the university. Eesysoft was able to create a message that appeared on Blackboard for students that had received the invitation as a reminder to complete the survey. Between the Friday and Monday that Eesysoft posted that message, almost 1,000 TTU students responded to the NSSE.
2. **Desirable incentives.** By offering a large quantity of Under Armor backpacks with TTU branding and signed sports balls, many students participated in hopes of winning those high-quality incentives. After reaching out to several students to let them know they had been randomly selected to receive an incentive, they responded with excitement and disbelief, with a few mentioning how much they needed a new backpack and how thankful they were to receive one.

OPA is working on a 3-question Qualtrics survey that can be delivered to students that completed the NSSE to gain feedback on why they decided to participate. These responses will help us capitalize on student engagement for the 2023 NSSE with the goal of surpassing our response rate for this year.

ETS Proficiency Profile

The ETS Proficiency Profile will begin in a few short weeks on April 1st. Our new 2021 Cohort contains over 10,000 seniors and includes updated questions and messaging. The email students will receive contains a personalized message of appreciation from OPA, information about the two \$500 scholarships the office is offering for assessment completion, and instructions for accessing and completing the assessment. Our email list was created with help from IT Technology Support and the Lyris list manager. We updated a few of the additional background questions for 2021:

1. Are you on track to graduate with your degree?
2. Do you plan on attending Graduate School?
3. Would you recommend TTU to other potential students?
4. How would you describe your educational experience at TTU?
5. How would you describe your social experience at TTU?
6. How would you describe your experience with TTU during COVID-19?
7. How would you describe your overall experience at TTU?

We increased the number of background questions from three to seven and all questions have a standardized selection of answers for students to choose from.



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

Launch of PAR Analysis

Academic Program Assessments are currently undergoing OPA's review using the PAR Rubric. Programs have requested more detailed feedback during this process. So, OPA has determined that alternating PARs annually between graduate and undergraduate programs will allow reviewers to spend more time analyzing program assessments and providing robust responses. This year, 99 undergraduate programs will be assessed. Three OPA administrators are conducting the reviews with an anticipated finish date of May 1st so that the findings can be disseminated to the Department Chairs at the end of May.

The PAR rubric has also been updated to reflect current assessment guidelines. These changes would not alter the reliability of the measure, and OPA can continue to compare program growth from year to year.



Outcome 3

The Office of Planning and Assessment will continually monitor the university's compliance with laws, policy statements, and policies deriving from the State of Texas, THECB, and SACSCOC.

Submission of TTU's Fifth Year Report

OPA staff mailed the university's Fifth Year Report to Atlanta, GA on Thursday, March 11. The report was received by the SACSCOC office on Friday, March 12. The official date of submission is Monday, March 15, 2021. We are pleased that the report was received before the due date!