

Institutional Effectiveness Weekly Report



TEXAS TECH UNIVERSITY

April 30, 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.

Consideration of Tag Lines for 2025 Reaffirmation

OPA's graduate assistant, Emily Wade, will be working on preliminary designs for the 2025 reaffirmation of accreditation logo. In order to inform Emily's design process, OPA staff have brainstormed the following tag lines, which will accompany the graphic image.

- Dedicated to excellence
- Delivering excellence
- A century of commitment
- A century of excellence
- Prosperity through perseverance
- Distinction. Dedication. Determination
- Expect excellence
- A decade of dedication

Upcoming Training for NEW Support Service Units

This summer, OPA will begin training activities for new support service units. These new support service areas will be responsible for submitting an assessment plan in Nuventive Improve in Fall 2021. Each unit will need to determine operational objectives and how these objectives will be measured. For reference, below is a screenshot of Parent & Family Relations' annual assessment report. Each new unit will begin full assessment reporting in Fall 2022.

Assessment: Account Information Four Column



Non-Academic Department - Academic/Student - Parent & Family Relations

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Operational Outcomes	Assessment Methods	Results	Actions For Improvement
Will use assessment data for the improvement of the Red Raider Orientation educational session experience. - Will use assessment data for the improvement of the Red Raider Orientation educational session experience. Priority Status: Active Start Date: 09/01/2016	Electronic survey will be administered via Survey Monkey to all participants Criterion: RRO surveys will show an overall 90% positive experience rating	Assessment Cycle: 2018 - 2019 Result Type: Criterion Met 94% of survey participants indicated they were satisfied or very satisfied with their experience with RRO for Parents & Family Members (08/30/2019)	Actions for Improvement: Though the criterion were met, the department plans to improve presentations for parents and family members during RRO to ensure they continue to meet the needs of participants. (08/30/2019)
		Assessment Cycle: 2017 - 2018 Result Type: Criterion Met 94% of survey participants indicated their experiences were positive or extremely positive. The threshold was 90% positive experience rating. (09/07/2018)	Actions for Improvement: Though the criterion was met, the department is considering ways to improve parent engagement throughout their RRO experiences. (09/07/2018)
Continuous increase in the total number of students participating in the Holiday Bus Trips - Continuous increase in the total number of students participating in the Holiday Bus Trips Priority Status: Active Start Date: 09/01/2016	Comparison of previous year's participation numbers Criterion: Participation remains within 5% of the previous year	Assessment Cycle: 2018 - 2019 Result Type: Criterion Met Bus trip numbers for 2018-2019 were virtually equal to numbers for 2017-2019. Criterion was to remain within 5% of previous year's numbers. (08/30/2019)	Actions for Improvement: Though the criterion was met, the department plans to ensure we are marketing the bus trips to as many students and families as possible to make sure they are aware of the service. (08/30/2019)



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

Re-Design of Students and Parents Page

OPA is currently completing an analysis of student learning outcomes that can also be classified as marketable skills. We expect this analysis to be complete by mid-May, and these data will inform a re-design of our Students and Parents page. The re-designed page will list student learning outcomes by program, and it will also identify the marketable skills that students glean from their respective degree programs at Texas Tech.

Spring OPA Newsletter to be Released in Early May

OPA is working with TTU IT to distribute its Spring 2021 newsletter on May 5th at 10am. This semester's newsletter will highlight TTU's successful submission of its Fifth-Year Report to SACSCOC, completion of the 2015-2020 Quality Enhancement Plan, an assessment spotlight of Dr. Deborah Fowler in Hospitality and Retail Management, announce the 2021 Institutional Effectiveness Excellence award winner (the Department of Journalism and Creative Media), provide information about the 2021 NSSE/FSSE administration, announce registration for the 2021 TxAHEA conference, and provide updates to Digital Measures activities.



TEXAS TECH UNIVERSITY
**Office of Planning &
Assessment**

Spring 2021 Newsletter

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.

Virtual TxAHEA Conference Option

After reviewing costs, technology requirements, and overall feasibility, the decision has been made that we will also provide a virtual conference option during for the 2021 TxAHEA conference in September. The virtual option registration fee will be \$99 and will give attendees access to all live Zoom sessions and recordings that will be uploaded after the conference. OPA will create an interactive digital program that includes Zoom links for each session with embedded passcodes for ease of use and security. The facilitator of each session will start and stop the Zoom meeting, as well as monitor the chat box to allow the virtual participants to ask questions during each presentation's Q&A portion. TxAHEA will purchase USB microphones that will add extra clarity for the audio of each virtual session. Once the USB microphones have been received, OPA will test them to ensure usability and effectiveness.

Meetings to Consider Alternative Electronic Portfolio

OPA is researching alternative electronic portfolios to use for the 2025 SACSCOC Reaffirmation. We have decided on two top platforms: Anthology and Campus Press. OPA has a one-hour demonstration scheduled for Monday, May 24th with Anthology, formerly Campus Labs, to

review the portfolio options Anthology has to offer. OPA has also reached out to CampusPress to discuss their portfolio options. A phone call has been scheduled for Monday, May 3rd to explain OPA's needs and to determine if their product is a top contender.