Institutional Effectiveness Weekly Report

![Texas Tech University logo]

TEXAS TECH UNIVERSITY

May 20, 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

This week, OPA staff held two separate meetings to discuss preparations for the university's 2025 reaffirmation. First, Dr. Darryl James and Dr. Jennifer Hughes met with Noel Sloan to apprise the CFO of upcoming QEP budgetary needs. We do not expect additional funds for this fiscal year, but we do anticipate funding needs for the 2023-2024 academic year.

Second, Jennifer Hughes met with Ms. Gianiodis to discuss QEP communication needs. TTU's Communications & Marketing Office will play a critical role in rolling out the university's next QEP, and so OPA looks forward to working collaboratively with Eileen and her staff.

Check-In Meeting with Digital Measures

Jennifer and Kenny met with Tom Rodgers of Watermark to discuss the current state of Faculty Success. We commonly have check-ins once or twice per year and discuss the Watermark Project Roadmap and current TTU initiatives.

OPA began by discussing the statuses of our current in-progress projects like the Graduate School Expansion Project and the new CV Services initiative, and then we discussed our upcoming Faculty Committee. Tom was able to offer some guidance on how other universities hold these committees, so we are excited to not reinvent the wheel. We also discussed some of the projects that are on the backburner, including updates to the P&T procedures and general report maintenance.

At the culmination of the meeting, Tom let us know about the Engage 2022 conference, which Kenny will be attending. Ideally he will earn a Faculty Success Administration Certification if the

timing will work out. This conference will be June 15-16 and is free to attend. A certification does have a cost associated.

Tom also discussed the potential of an upcoming visit with the CEO of Watermark, Erin Shy. Tom has asked for availability for an introduction if we think that would be beneficial.

Outcome 2 — Texas Tech University faculty and staff will be well-prepared to meet OPA's faculty credentialing, assessment, and strategic plan expectations.

Social Media Draft Planning

OPA has been working with programs across campus to continuously improve student learning and success over the past decade. It is our desire to share information of this impact with our students, their families, faculty, and staff. We determined that a social media presence is the most efficient way for us to create awareness to our constituents about what we do.

Through these social pages, we want to regularly highlight the 'little' successes of assessment that occur across our campus, keeping the idea of assessment and its importance on everyone's mind reguarly. Plus, OPA has several big projects that we want to generate awareness and promote.

- TxAHEA
- Marketable Skills Campaign
- QEP

This new social media platform will give us the medium wherein we can promote events, projects, and campaigns. It is important to OPA that we create meaningful human connections as opposed to only being this entity that requires compliance. We think interactive social platforms such as Instagram, Twitter, and Facebook will provide this opportunity.

This week the OPA team brainstormed our purpose and audience for creating a social media platform. Next steps include:

- identifying the brand or exact message that we intend to promote;
- selecting the platforms that will most effectively spread our message;
- setting goals that support our purpose; and,
- choosing the type of content we want to develop and share.

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.

Tech Quest Winners on OPA Website

OPA's graduate assistant, Emily Wade, prepared the following graphic for the OPA website. Our website is now live with this information.