Institutional Effectiveness Weekly Report

TEXAS TECH UNIVERSITY

June 24, 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.

OPA Social Media Plan Update

OPA surveyed key social media platforms to determine the types of TTU organizations using social media and to chart their posting habits. We took this information into account as we developed a plan for using social media to help us educate, promote, and make others aware of important aspects of assessment.

Here are some key findings from each platform:

Instagram
- should be OPA's highest social media priority:
- highest number of assessment related groups or posts
- the most successful platform for campus groups similar to ours (Support Offices)
- Can do reels, videos, and posts
- Must post content couple times a week minimum
- TOP TTU Groups: Rise, Old Row Guns Up, Baseball, HSC, Admissions, Transition & Engagement

Facebook
- Could be useful to OPA in promoting faculty/staff and maintaining awareness of OPA's higher priorities, such as Planning Assessment, NSSE, QEP happenings
- Primarily beneficial for networking and promoting events
- Ideally post content 4+ times a week
- TOP TTU Groups: International Student Life, HSC, Student Union

LinkedIn
- remains the most professional platform. SACSCOC uses it.
- It is a good place to record major accomplishments.
- OPA should be present on LinkedIn but a 'presence' does not need to be maintained.

- TOP TTU Groups: eLearning, HSC

TikTok
- should *not* be OPA's highest priority
- It may not offer the professional atmosphere that OPA wishes to portray.
- Must post videos 2+ a week
- TOP TTU Groups: RaiderRed
- Can get others to post about #OPA without having an account

Social Media Platforms not analyzed: Twitter, Pinterest, SnapChat, YouTube

Key Social Media Plan Decisions
It is important for OPA to have an online presence so that we can share publicly the great assessment work happening across campus and so that OPA will be in a position to promote larger, assessment related campaigns, such as the QEP, NSSE, or the Marketable Skills initiative.

Based on our findings, OPA will launch their social media voice using Instagram and Facebook. Our target audience will be TTU faculty and staff, branching out to faculty and staff at other universities over time. OPA's online presence will not target the student body directly. We will collaborate with other active social media campus groups, such as Transition and Engagement, the Career Center, and Rise, for posts and campaigns intended to target students.

Watermark Engage 2022 Conference
…From Kenny Shatley!

Last week, I attended the 2022 Watermark Engage conference. This conference is held by Watermark, the company that owns Faculty Success. This was a virtual conference that was held over two days. Interestingly, this conference played out very similarly to TxAHEA's conference, so there were some good takeaways in terms of actual conference function (particularly since they had similar technical issues as we had last year).

After the initial bugs, the rest of the conference went without a hitch. I attended workshops that had a general theme of innovation and using the Faculty Success software in ways that haven't really been done. I wanted to pay particular attention to workshops that dealt with 'cultures' of assessment and routine. This theme was timely as OPA continues to update and make changes to the Faculty Success platform.

One of the major takeaways from these sessions was the importance of a faculty committee. OPA has already been in the process of planning and developing a faculty committee, so we were able to see how some universities handle this endeavor. One session was entirely about their faculty buy-in as achieved through this kind of collaborative technique.

I was also able to see the Workflows software in action with more context. It may be worth revisiting the Workflows component of Faculty Success. The software is automatically upgraded to include the Workflows tool and has a fairly straightforward system built around time-triggered emails. While FS is not presently used in this way, Promotion and Tenure and Annual Faculty Report process could all benefit from this type of software.

The conference concluded last week, but there is another upcoming component, which is that Kenny will be obtaining a Faculty Success Administrator's Certification in July.

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

Data Analysis for Outreach and Engagement

OPA is working with University Outreach and Engagement on their annual Raiders Engaged report. We met with Sam Sumner to discuss the services that TTU faculty and staff participate in and how OPA can help analyze that data and create visualizations for the report and other platforms. Our goal is to focus on initiative types, population engagement, and funding opportunities. We are excited to again work with University Outreach and Engagement and assist them with new ways to report their data. We expect to receive this year's data in July.

Cotton Court On-site Visit

We had a very informative visit with Jessica Hall, Director of Sales and Marketing of the Cotton Court Hotel. We are confident that this site would suit our needs for the SACSCOC on-site delegation. There are thoughtful details and design choices specific to this site that honors the agricultural roots of the south plains. As members of our delegation will be visiting from out of state, we anticipate that they will have a uniquely TTU/Lubbock experience while staying at the Cotton Court Hotel. We look forward to coordinating with Jessica in the future. Please see the video below for photos from our visit.