# Institutional Effectiveness Weekly Report

**TEXAS TECH UNIVERSITY**

# July 15, 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.

## Communication Literacy Assessment Update

OPA completed the analysis of the Communication Literacy survey and has provided the major findings here in our weekly report. Short answer responses from the survey included more than 27,000 words for assessment type, assessment purpose, and why they chose the assessment. The Assessment Types ranked in order are 1) Written Assignments, 2) Presentations, 3) Assignments and Activities, 4) Exams and Quizzes, 5) Group and Class Discussion, and 6) Visual Assignment. The Assessment Purposes ranked in order are 1) Writing Skills, 2) Oral and Presentation Skills, 3) Message Understanding, 4) Message Creation, 5) Research Skills, 6) Visual Communication, 7) Teamwork, and 8) Critical Thinking and Reading.

OPA created several recommendations based on the survey analysis, which are listed below.

- Create a CL committee that monitors and leads assessment throughout the university, modeled after the Core Curriculum Committee.
- Agree upon major CL formats. For example, the university could use Written Communication, Oral Communication, and Visual Communication as the three types of CL and develop assessments for each based on college and departmental needs.
- Review CL rubric for possible changes/updates. Designate standardized assessment types (i.e., presentations, essays, etc.) that faculty can choose from as their preferred assessment method. Remove assessment methods that are not as helpful in evaluating student performance (i.e., exams and quizzes, etc.).
- Develop a data collection reporting method for CL courses, similar to the Core Curriculum assessment survey.
- Gather examples and resources from CL courses and make them available to faculty, possibly in partnership with TLPDC.

- Develop a Knowledge Center for CL that includes examples, professional development, webinars, etc. and include participating faculty members throughout the university.

OPA also created the first draft of an assessment data collection tool in Qualtrics for CL courses, based on the existing rubric and previous survey structure. You can preview the Qualtrics survey here. Changes and updates will be made as needed.

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 Plan Progress

OPA had a very positive and hopeful meeting with Eileen Gianiodis wherein we discussed OPA's upcoming social media launch. Eileen serves as the Senior Director of Communications for the Provost Office. She helped OPA identify how they may fit into the grander TTU social media endeavors. Eileen also connected us with the TTU social media Teams network.

We look forward to working with Eileen and her team as we launch OPA's Facebook and Instagram accounts late this August.  Next steps include developing a content calendar and a posting timeline. OPA staff will also need to get training in a few digital marketing software programs such as Canva, Hootsuite, and other vlog and infographic design tools.

## Teams Resources Update

OPA has finished collecting prior SACSCOC responses in the 2025 Reaffirmation folder. Each standard has the most recent narrative that was submitted in either the 2015 CCR or Focused Reports, or the 2020 Fifth Year and Referral Reports. Team leaders will be given access to view resources in the 2025 Reaffirmation Teams site as team leader meetings are conducted throughout August. OPA will continue to upload relevant materials over the course of planning for reaffirmation and will use Teams as a central hub for communicating with team leaders.

## TxAHEA Registration Update

As anticipated, registrations have slowed given that full-price fees have replaced the early bird discount. There are now 97 registrants in total. We currently have an institutional representation of 38 and have added 1 more corporate sponsorship. Invoices will go out to the 2 registrants that have yet to pay.