



TEXAS TECH UNIVERSITY
Office of Planning & Assessment

July 30, 2021

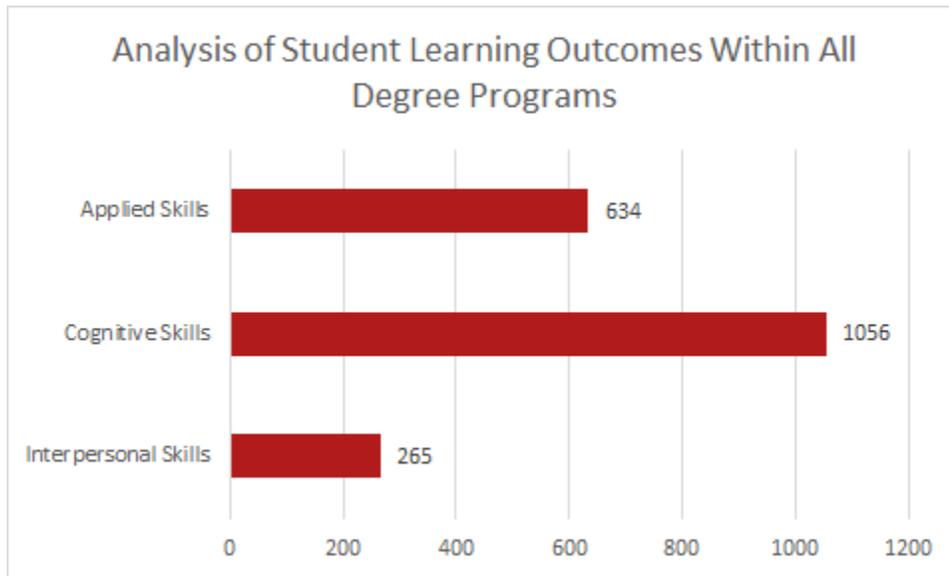
***Special Report on THECB's Marketable Skills
Mandate***

Texas Tech University is committed to meeting the Texas Higher Education Coordinating Board's (THECB) mandate on the identification and publication of Texas Tech students' attainment of marketable skills. The following report provides an update on Texas Tech's methodology for identifying marketable skills. **Our work is guided by four activities: 1) identification of marketable skills within degree-level student learning outcomes; 2) creation of a students and parents webpage that displays the marketable skills that students can expect to attain; 3) collection of testimonials from recent Texas Tech graduates, and 4) electronic dissemination of a student-oriented letter, drafted by OPA staff, but distributed under President Schovanec's name in early Fall 2021 that alerts students to where they can locate their degree-specific marketable skills.**

Identification of Marketable Skills Within Degree-Level Student Learning Outcomes

First, in Spring 2021, the Office of Planning and Assessment conducted a qualitative analysis of 2019-2020 student learning outcomes in all Texas Tech degree programs, excluding certificate programs and non-credit programs. All student learning outcomes were classified using the THECB's definition of applied skills, cognitive skills, and interpersonal skills. Student learning outcomes were not coded into discrete categories; thus, they could be coded into multiple categories. Of all student learning outcomes, cognitive skills (54%) were identified most often as a marketable skill, followed by applied skills (32%) and interpersonal skills (14%). Chart 1 presents an analysis of student learning outcomes and their respective THECB classification.

Chart 1. Analysis of 2019-2020 Student Learning Outcomes and Their Respective THECB Classification



Creation of “Students and Parents” Public Webpage

Second, the Office of Planning & Assessment created a public webpage (https://www.depts.ttu.edu/opa/studentsparents/index_sp.php) for students and parents to view student learning outcomes and their respective THECB classification. This website is organized by college for navigation ease, and it also provides a graphical key for users to easily determine how their student learning outcomes are represented as applied, interpersonal, or cognitive skills. Figure 1 presents a screenshot from the live OPA website.

Figure 1. Screenshot of Students and Parents Webpage

Office of Planning and Assessment About OPA Digital Measures Navigate Improve Reports Networking and Awards Students and Parents

College of Media and Communication

Click on degree program to view its Program Assessment Plan.

Interpersonal Skills
 Cognitive Skills
 Applied Skills

| DEPARTMENT | DEGREE PROGRAM NAME | LEARNING OUTCOMES | MARKETABLE SKILLS | TESTIMONIAL |
|-------------|---------------------|---|---|--|
| Advertising | Advertising (BA) | <ul style="list-style-type: none"> Graduates will be able to COLLABORATE with others in a manner that is both productive and professional. Graduates will be able to COMMUNICATE persuasively in both written and oral formats. Graduates will be able to COMPARE integrated media concepts and identify appropriate advertising executions. | Ⓘ Ⓒ Ⓐ Ⓘ Ⓒ Ⓒ Ⓐ | <p>The classes I took in the College of Media and Communication were the basic foundations for many skills that I worked on outside of class - either through student organizations or just for fun in my own time. Working with other students in student orgs and in class have helped me make lifelong friendships that I couldn't have found anywhere else. And the professors are always encouraging us to do more and emphasize that there's more important things in college besides getting A's on every assignment (although that's still very important!). I've made great</p> |

Collection of Student Testimonials

Third, the Office of Planning & Assessment is currently collecting testimonials from May 2021 graduates and upcoming August 2021 graduates. These testimonials will be displayed on the Students and Parents webpage. Students have the option to submit a photo of themselves, and OPA staff will upload this picture next to the student's name. OPA expects to be collecting testimonials up until the end of Fall semester 2021. Please note that the diploma cap appearing in Figure 2 will be replaced by an optional student photo.

Figure 2. Screenshot of Students and Parents Webpage (Note the Diploma Cap Location)

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Dissemination of Student-Oriented Letter by President Schovanec to Introduce Marketable Skills

In early September 2021, OPA staff will draft a letter to current students that provides specific instructions on how to locate their own degree-specific marketable skills information. This letter will be sent under President Schovanec's signature, and OPA staff will field all student inquiries and responses.

Overall, these four activities represent Texas Tech's commitment to the THECB's marketable skills mandate. For questions regarding Texas Tech's activities, please contact Jennifer Hughes, Managing Director, Office of Planning & Assessment, at 806-742-1505.