



TEXAS TECH UNIVERSITY  
Office of the Provost

## Office of Planning & Assessment

# Institutional Effectiveness Weekly Report

## September 13, 2019

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*The Office of Planning and Assessment reports its weekly activities and contributions toward Texas Tech University's institutional effectiveness efforts and departmental objectives.*

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Texas Association for Higher Education  
Assessment Conference

October 1 & 2, 2019  
San Antonio, Texas  
txahea.org

### Texas Association of Higher Education Assessment (TxAHEA) Update

	May	June	July	August
Number of Individuals Registered	36	52	95	169
Number of Institutions Represented	21	26	41	60
Number of Sessions Confirmed	47	47	47	46
Number of Sponsors	1	2	4	9

- Many event planning details were finalized this week. First, 44 conference t-shirts were ordered and will be delivered directly to San Antonio. Second, menus were finalized to accommodate the needs of attendees' dietary restrictions. Third, floral arrangements were discussed with the San Antonio-based florist.
- In an effort to increase exposure to the TxAHEA Conference, the TxAHEA marketing committee has created a Twitter page for the conference. As conference preparation ramps up over the next several weeks, the committee will be tweeting about activities as well as the upcoming conference events. In addition to creating a Twitter account, the committee will also be utilizing a hashtag to promote the conference: #TxAHEA 2019. Tweets will continue throughout the duration of the conference for attendees or assessment professionals to follow along with. A screenshot of the TxAHEA Twitter page is provided below.



## Texas Association for Higher Education Assessment

2 Tweets

# Texas Association for Higher Education Assessment Conference

October 1 & 2, 2019  
San Antonio, Texas  
[txahea.org](http://txahea.org)



Edit profile

### Texas Association for Higher Education Assessment

@TxAHEA

Bringing together higher education professionals across Texas and the surrounding states to share ideas and information about accreditation and assessment.

[txahea.org](http://txahea.org) Joined September 2019

57 Following 8 Followers

Tweets

Tweets & replies

Media

Likes



Texas Association for Higher Education Assessment @TxA... · Sep 10 ▾

Twenty days until #TxAHEA2019! Are you registered?  
Register at [txahea.org](http://txahea.org)



↻ 1

♥ 1



Texas Association for Higher Education Assessment @TxA... · Sep 9 ▾

Join us in San Antonio, Texas to share and hear different ideas about accreditation and assessment. #TxAHEA2019  
Visit [txahea.org](http://txahea.org) to register today!

Texas Association For Higher Education Assessment Conference

Join us October 1 & 2, 2019 in San Antonio, Texas!



- OPA has been working diligently to finalize the TxAHEA conference program this week. A proofing copy of the program was received this week, and OPA staff have been carefully editing this document. The conference program also includes a Welcome Letter that was drafted by Jennifer Hughes.

Dear TxAHEA Friends:

We're so excited to be here in San Antonio! We're grateful to our colleagues from Palo Alto College, Texas State University, and UTSA for making us feel at home. We've got a terrific slate of San Antonio "treats" over the next two days planned for you and your colleagues. Enjoy!

We've had a busy year planning for the 2019 conference. While in the midst of menu planning and program proofreading (please tell us if you see any typos!), we've officially filed the paperwork to become a state-recognized organization, and we couldn't be more proud.

We'd like to thank the following institutions for their leadership of the conference:

- Angelina College
- Angelo State University
- College of the Mainland
- Dallas County Community College District
- Lamar State College Port Arthur
- Midwestern State University
- North Central Texas College
- Palo Alto College
- San Jacinto College
- Stephen F. Austin University
- Tarrant County College
- Texas A&M International University
- Texas A&M University – Commerce
- Texas A&M University – Central Texas
- Texas State University
- Texas Tech University
- Texas Woman's University
- The University of Texas at San Antonio
- University of North Texas
- West Texas A&M University

We're honored to have Dr. Ashley Finley as our keynote speaker. Dr. Finley serves as Senior Advisor to the President and Secretary to the Board, Office of the President, AAC&U. Thanks to Dr. Finley for her willingness to travel to the Lone Star State.

Thank you to all of the sponsors located in the conference program. We appreciate your commitment to the conference, and for all you do to support higher education assessment at our local campuses.

After the conference ends, please look for a survey link in your email inbox that asks you to evaluate this year's conference facilities, food, and program offerings. We value your feedback.

If you would like to join our planning efforts for the 2020 conference, please see a Planning Committee Member for more information. We'd love to have you join us.

Sincerely yours,

Jennifer S. Hughes, President  
Texas Association for Higher Education Assessment