

Institutional Effectiveness Weekly Report



TEXAS TECH UNIVERSITY

October 15, 2021

Outcome 1

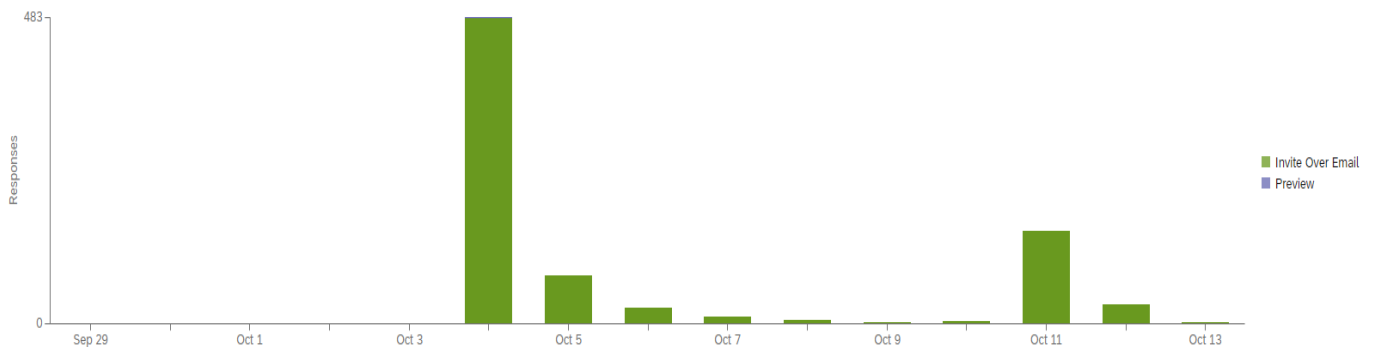
The Office of Planning and Assessment will contribute to Texas Tech University's ongoing compliance with all external accrediting agencies and State of Texas mandates.

TechQuest Administration Underway

OPA began distributing TechQuest - an institutionally designed core curriculum assessment created in Qualtrics - to 6,677 First-Time in College students on October 4th. The assessment will be open until October 31st and participating students have a chance at two \$500 scholarships that will be awarded by November 5th. So far, there are 789 completed assessments, with a completion rate of 88%.

OPA will send out weekly reminders to students that have not yet taken the assessment to maximize response rate and scholarship opportunity for students. TechQuest will also be administered in the spring semester of 2022 to graduating seniors. The below graph summarizes the responses received throughout October so far.

Recent Responses



All Responses

Distribution Channel	Audience Size	Surveys started	Responses	Completion Rate
Preview	N/A	N/A	1	N/A
Invite Over Email	6677	892	789	88%

Graduate School Expansion Project

OPA received updated notes regarding the expansion project to add graduate students to the Digital Measures interface. These notes are set to exclude certain screens on the DM landing page.

Kenny reviewed the notes and analyzed what DM screens would be hidden. Any section in DM that stores Data is referred to as a screen so as we are making changes, we must also review the data stored on each given page. OPA is now awaiting a response to the edits as well as a layout of the additional screens requested by the graduate school.

With so many moving pieces in this project, we are also working to be more goal-oriented and communicative as we near implementation of this project. Jasmine of Watermark has created a few milestones to reach with specific dates, including Work Request submissions, report validations, and finally full implementation.

We presently have a meeting scheduled next week to review progress for this project.

Outcome 2

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

OPA Coffee Breaks and Learning Series

OPA held its October Coffee Break with Curt Langford on October 14th. Unfortunately, despite the event registration showing over 20 registrants, there were no attendees to the presentation. The TLPDC stated this is not the first time they have experienced this as there may be some confusion on whether events are offered virtually. OPA will reschedule Mr. Langford in Spring 2022.

OPA will also be adjusting its fall Learning Series lineup due to personnel situations. Our October 18th Learning Series will be rescheduled to November 1st, and our November 1st Learning Series will be bumped to the Spring 2022 lineup.

Assessment Innovation Grant Awards and Funding Distribution

We have successfully transferred \$500 for the AIG award winners in the departments of Finance, Family and Consumer Sciences Education, and Psychological Sciences. We are waiting for an 18A FOP to be created to transfer the last \$500 to the department of Wind Energy.

Unfortunately, the awards we ordered in the past have increased dramatically in price. To be fiscally conscientious, we have selected a different award and are awaiting the artwork to proof prior to ordering. We are hoping to distribute the awards to the winners prior to Christmas break.

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.

Communication Literacy Assessment

OPA concluded data collection from faculty that teach Communication Literacy courses during the Fall 2021 semester. The survey collected information on assessment methods, the focus of the method, how the method assesses Communication Literacy, and the method rationale. We received 171 completed surveys with a 98% completion rate. OPA plans to use this information to create Communication Literacy assessment and reporting standards in cooperation with department chairs and faculty. These standards are important for students and family, faculty and staff, and for SACSCOC. While more analysis on the data is needed, we can see that most faculty use assignments, presentations, and course activities as the main method for assessing Communication Literacy in their courses.

The below chart summarizes the methods of assessment identified through the survey.

