**TEXAS TECH UNIVERSITY**
Office *of the* Provost
Office *of* Planning & Assessment™

# Institutional Effectiveness Weekly Report
# October 20, 2017

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

**SPECIAL REPORT**
**2017 West Texas Assessment Conference Report**



*Word Cloud based on attendee feedback from the Conference Satisfaction Survey.*

### West Texas Assessment Conference
✦ The 6th Annual West Texas Assessment Conference was held Tuesday, October 10, 2017 at the McKenzie-Merket Alumni Center at Texas Tech University.  This event is a collaborative effort between the Office of Planning and Assessment at Texas Tech University and the Office of Accountability at Angelo State University. This week's IE Weekly Report will provide a summary of the event with initial feedback from participants.
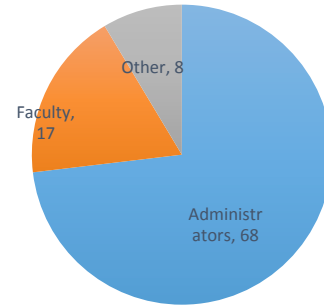
**Overview**

✦ Of the 93 attendees, the majority of participants were from community colleges and nearly all participants were from the state of Texas. When assigning a limited number of position descriptions, 68 participants are primarily from Administration either at the departmental or institutional level, while 17 identified primarily as faculty. The remaining either didn't identify their tile, may work in an advising capacity, or are graduate students. Departments that were represented were from assessment offices, institutional research offices, institutional effectiveness, central administration, and various academic areas. Below is a table that shows the institutions represented:
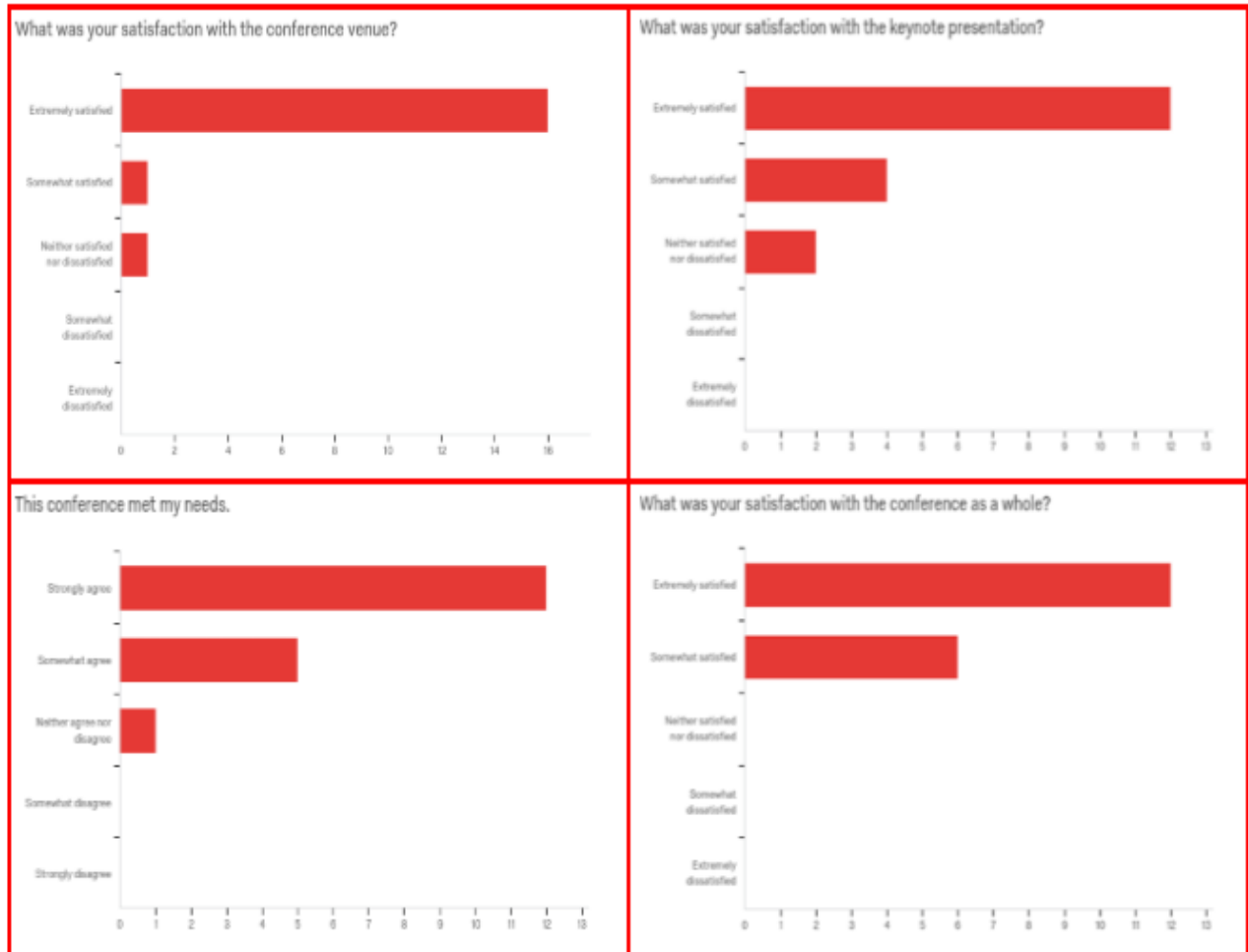


| | |
|---|---|
| Abilene Christian University | North Central Texas College |
| Amarillo College | Northeast Lakeview College |
| Angelo State University | Northwest Vista College |
| Baylor University | Odessa College |
| Blinn College | South Plains College |
| Brookhaven College | Sul Ross State University |
| Eastern New Mexico University | SWCID |
| El Paso Community College | Tarleton State University |
| Georgia Tech | Texas A&M International University |
| Howard College | Texas A&M University - Central Texas |
| Lamar State College-Orange | Texas A&M University - Commerce |
| Lamar University | Texas State Technical College |
| Laredo Community College | Texas Tech University |
| Lubbock Christian University | The University of Texas at San Antonio |
| McMurry University | The University of Texas of the Permian Basin |
| McNeese State University | TTUHSC |
| Midland College | University of North Texas |
| Midwestern State University | West Texas A&M |

✦ Sponsorship and Conference Expenses
  ▪ We had a total of 6 sponsors: University of North Texas, Taskstream, Nuventive, TTU System Office, Office of Student Success & Retention, and Angelo State University.  Both Taskstream and Nuventive sent representatives to WTAC.
  ▪ Our expenses were approximately $7,594, with an approximate revenue of $8,000.  The revenue will be held in an account which will carry over to next year's conference funds. Expenses included venue rental, food and beverage fees, conference programs, floral items, keynote travel expenses, and the networking event held at the Overton Hotel. There were about 30 attendees that gathered for an opportunity to socialize and network with other assessment colleagues.

## Conference Evaluations

✦ Immediately following the conference, OPA sent online conference evaluations to all attendees. The survey is open through the end of October, but the initial feedback is very positive. Final results of the survey will be submitted once the survey is closed. Below are the initial results for four of the most general issues related to attendees' satisfaction with the 2017 West Texas Assessment Conference as well as the open ended feedback responses:

- What was your satisfaction with the conference venue?
- What was your satisfaction with the keynote presentation?
- This conference met my needs.
- What was your satisfaction with the conference as a whole?

# What did you like best about this conference?

Nice, practical topic.

I liked the brief breakout sessions. It kept everyone on our toes, and I loved that the presenters kept to the time frame. Very well organized. Venue was great, food was awesome. I always feel spoiled at this conference! Nice balance of structured time and networking time. I liked the online evals. Most conferences are using a conference "app" so this is a nice transition.

I enjoyed Dr. Schell's presentation on process redesign and the keynote talk by Dr. Loraine Phillips.

Very good session presentations

The choice of concurrent sessions

It was extremely organized

Everyone in the city was extremely friendly. Organizer, school and hotel employees, etc...

It was extremely organized and everyone was so friendly and welcoming, including the Overton hotel staff.

Texas Tech Cookies!

It was very relaxed. The venue was small and comfortable. The rooms were a nice size.

Venue, hospitality, and travel distance

I like that the conference is in a venue that doesn't require a jog to get to the next session.

the application ability is high - people who are doing the job presenting on current areas of concern for our institution and offering ideas was helpful

It moved quickly! Never got sleepy even after a great lunch!

Diverse panels which contained faculty, staff and administrators from a variety of institutions that can give insight into how different institutions have taken different steps to address similar problems and trends found in higher education.

Location

Frankly, it is great to have a one-day, affordable option for professional development! At my school we don't have a huge budget for conferences, and faculty have to supplement with our own money. This conference is not only fantastic every time, but is literally one of the only ones I can afford to attend! Thank you

The keynote

**Pictures**

## 2018 Texas Assessment Conference

✦ Next year's conference will be renamed to the Texas Assessment Conference. The University of North Texas, West Texas A&M, North Central Texas Community College, Texas A&M-International, Texas A&M – Central Texas, and Angelo State University have all agreed to partner on next year's conference. The conference will be held on the campus of UNT.