Institutional Effectiveness Weekly Report

![Texas Tech University logo]

TEXAS TECH UNIVERSITY

October 23, 2020

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.

Progress on Transcript Report

As a primary function of faculty credentialing, maintaining a record of appropriate transcripts and having these files on-demand is one of our office's top priorities. While the changes to course modality and the general difficulties surrounding a fall term were challenging, faculty transcript reports were emailed to Deans with few issues of true non-compliance. In most situations, transcripts had been received but Digital Measures accounts had not yet been entered. Emails have been sent to delinquent faculty missing this information in their account, and we are reviewing these accounts periodically for transcript upload and DM account updates.

Instructors in non-tenure/tenure-track positions more frequently lack required documentation in Digital Measures, so individual emails have gone to those who are missing information required for this process. So far, we have had a good response, both from faculty contacted as well as Deans, and as we move forward, emails will escalate to chairs and back to Deans for faculty still missing information.

Core Survey

Loveless is working with Jaclyn Canas-Carrell and the Core and Multicultural Curriculum Committee regarding this year's Core Survey administration via Qualtrics. OPA plans to contact all Instructors of Record (IoRs) of Core and Multicultural Curriculum courses via email on October 29th, 2020. In preparation, the CMC Steering Committee is sending reminder emails to ensure all instructors are keeping an eye out for the communication headed their way.

Below is an image pulled from the Qualtrics Personal Responsibility Survey for reference.

PERSONAL RESPONSIBILITY RUBRIC

Explanation: Personal Responsibility (PR) is defined by the Texas Higher Education Coordinating Board as encompassing the "ability to connect choices, actions and consequences to ethical decision-making."

	Comprehensive Demonstration: 4	Adequate Demonstration: 3	Basic Demonstration: 2	Inadequate Demonstration: 1
Ethical Self-Awareness and Decision Making	Student articulates a complex understanding of own and others' core beliefs, their origins, and their roles in ethical decision making.	Student identifies own and others' core beliefs, their origins, and their roles in ethical decision making.	Student identifies own and others' core beliefs, and identifies the role of own core beliefs in ethical decision making.	Student is unable to identify any core beliefs besides his/her own and cannot articulate a connection between those beliefs and ethical decision making.

Articulation of issues:

Ethical Self-Awareness and Decision Making

Work is Comprehensive (4 points)
Student articulates a complex understanding of own and others' core beliefs, their origins, and their roles in ethical decision making. | 0 |

Work is Adequate (3 points)
Student identifies own and others' core beliefs, their origins, and their roles in ethical decision making. | 0 |

Work is Basic (2 points)
Student identifies own and others' core beliefs, and identifies the role of own core beliefs in ethical decision making. | 0 |

Work is Inadequate (1 point)
Student is unable to identify and core beliefs besides his/her own and cannot articulate a connection between those beliefs and ethical decision making. | 0 |

Total | 0 |

Outcome 2

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

Fall 2020 IE Meeting

The University-level Institutional Effectiveness Committee virtually met on Thursday, October 22. Much of the committee meeting focused on discussion around the effects of COVID-19 on student learning and online teaching and learning challenges during the pandemic.

OPA staff shared how they are modifying professional development opportunities for TTU faculty and staff, and that information appeared to be received well among committee members. Additionally, committee members recommended that OPA encourage/require peer mentoring among winners of the 2021 Assessment Innovation Grant (AIG).

The following action items will be considered by OPA:

- Draft specifics about mentoring into the 2021 AIG application
- Begin promoting the Institutional Effectiveness Award to departments
- Plan the 2021 Virtual Assessment Forum
- Consider asking Drs. Hart and Louder to present on online teaching effectiveness for the Spring 2021 meeting
- Consider sharing how COVID-19 has affected TTU in its SACSCOC responses

2019 Calendar Year Raiders Engaged Report

The 2019 administration of *Raiders Engaged* has been finalized and is ready for distribution. OPA, in collaboration with the Office of University Outreach and Engagement, has worked diligently to analyze this data. From the report, the collected data shows 137 less projects as compared to Calendar Year '18. Notably, there were 802,112 more people directly impacted by outreach and engagement efforts and an additional 1,313,016 people indirectly impacted by projects. *Faculty and Staff Involvement Hours* remained consistent with data reporting in 2018. The 2019 administration data showed a $21,860,881.74 increase in funding generated.

The primary source of funding dollars reported through projects was **Event/Activities Fees (18.46%)** and funding reported for this administration was more evenly distributed among categories. The two main areas of engagement were **Public Programs, Events, and Resources (44.70%) and Research and Creative Activity (12.88%)**, and the primary area of concern addressed was **Education (Pre-K-20) (25.50%)**. Furthering outreach and engagement activity on campus is a primary goal of TTU's Strategic Planning initiatives. TTU reports annual data on key engagement components collected through the Raiders Engaged instrument (such as non-TTU participants, K-12 participants, funding generated by projects, faculty and staff involvement hours, and non-TTU partnerships) in its Strategic Plan Report. The number of **Total Number of Faculty Hours (-20% decrease)** and the number of **K-12 Students and Teachers Participants (-28% decrease)** participating in outreach and engagement shows a slight decrease from what was seen in 2018. Additionally, the data indicates a significant increase in **Total Funding Generated (71% increase).** One area that did not see any growth with this administration was the number of **Total Non-TTU Attendees and Participants (-6% decrease)** with this calendar year's TTU's outreach and engagement efforts.

It is important to note that any growth or decrease in growth demonstrated in the data received in this administration does not necessarily reflect that more or less outreach and engagement is occurring on the TTU campus as compared to 2018. The growth could be attributed to an increase in reporting experienced in this administration, most likely prompted by an earlier survey launch date, and increased personal follow-up with individual departments and units to encourage participation. As more widespread

participation of *Raiders Engaged* and Digital Measures is expected from TTU departments, we expect to see continued growth in data for both new initiatives and continued projects that had not been collected before. The reporting of outreach and engagement activities in Digital Measures will also facilitate consideration of these strategic activities in faculty annual reviews.

Unique Projects	1,318
New Projects	106
Unique Faculty Hours	101,462
Unique Staff Hours	293,045
Total External Partnerships	1,701
Total Internal Partnerships	623

Reporting Unit via *Raiders Engaged*	Number of Projects	External Funding Received	Faculty Hours	Staff Hours	Student Hours	Student Participants	K-12 Participants	Other Participants	Faculty/Staff Involved
Administrative Units	289	$12,050,916.76	5,616	39,120	15,704	2,130	77,753	164,121	333
College of Agricultural Sciences & Natural Resources	109	$11,655,450.00	17,286	30,797	325	603	18,336	175,420	219
College of Architecture	11	$82,000.00	171	50	0	74	3,410	14,040	9
College of Arts & Sciences	146	$3,895,527.56	9,643	6,919	3,748	1,370	6,737	422,512	181
Rawls College of Business	101	$2,755,632.81	4,892	5,179	11,606	435	3,684	341,298	383
College of Education	91	$4,407,100.45	42,978	181,452	4,814	237	101,955	141,296	115
College of Engineering	127	$375,964.25	1,767	6,192	2,915	172	13,947	25,329	148
Honors College	3	$2,060.00	30	40	536	22	40	252	4
College of Human Sciences	239	$13,279,614.15	12,497	19,140	10,618	2,485	49,596	86,597	260
School of Law	87	$820,383.64	2,226	1,209	5,856	107	1,337	147,368	28
College of Media & Communication	43	$1,466,500.26	783	339	0	835	765	34,044	8
College of Visual & Performing Arts	69	$1,769,732.12	3,489	2,608	4,892	3,352	9,667	17,188	80
Veterinary Medicine	3	$0.00	84	0	0	30	0	0	11
Grand Total	1,318	$52,560,882.00	101,462	293,045	61,014	11,852	287,227	1,569,465	1,779

Update on SACSCOC Fifth Year Report Activity Week of October 19

- Hughes met with Nick Valcik regarding the faculty data needed for 6.2.b. Valcik and his staff are going to prepare modified COBA faculty data; Hughes expects to receive this data early next week.
- Hughes and Callison met with Lindsay Hallowell on Monday, October 19 regarding 10.2 and 10.3. Hallowell clarified some of the evidence to be used for linking in iWebfolio.
- Loveless received final evidence from Interim Dean Durham-DeCesaro. Pending one last final review, 9.1 should be ready for Dr. James next week.
- Hughes gathered all responses that are ready for the Provost's review and sent these files to Dr. James on October 21.

TxAHEA Planning Committee Update

This week's TxAHEA Planning Committee meeting was held on Tuesday, October 20. A screenshot of the agenda appears below. Committee discussion was focused on growing the webinar series, launching a listserv in Spring 2021, and offering a job board/special recruitment session during the 2021 conference. The committee will meet in November, but will take a break in December.

Meeting Log-In Information

Please join my meeting from your computer, tablet or smartphone.
https://www.gotomeet.me/TxAHEA

You can also dial in using your phone.
United States: +1 (646) 749-3122

Access Code: 687-752-789

First GoToMeeting? Let's do a quick system check:
https://link.gotomeeting.com/system-check

I.   Hello and Re-cap of Recent TxAHEA Activities (Jennifer)
II.   Webinar Evaluation Results (Ashley)
III.   Hotel Contract
IV.   Listserv Development (Lea, Jennifer) – establish conversation topic fairly soon, we will encourage a focused conversation about "How do you see COVID-19 affecting assessment both in the short-term and long-term?"
V.   Job Board/Special Session During Conference (Lea, Jennifer)
VI.   Meeting in November, but not December (Jennifer)
VII.   Committee updates
VIII. New business?

Senior Administrator Hiring Update

As of Friday, October 23rd, there has been one applicant for the Senior Administrator position. Originally, we planned to leave the position open for two weeks before beginning interviews but will instead leave the position available for applications until a reasonable applicant pool has been received. OPA is hopeful to have the position filled by December 1st with a potential start date of January 1, 2021 after the winter break.