



TEXAS TECH UNIVERSITY  
Office of the Provost

## Office of Planning & Assessment

# Institutional Effectiveness Weekly Report

## October 27, 2017

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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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***Ms. Kyra Duffy joined OPA's staff as a part-time research assistant. Ms. Duffy is funded through the Office of Planning and Assessment's sponsored research program, the ETS Proficiency Profile Validity Testing Project. This project provides funding for graduate student support within our office. Grant funding expires August 31, 2018. Ms. Duffy is a graduate of Stephen F. Austin University, and she is pursuing a Master's degree in Counseling. We welcome Kyra to our team!***

### **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.**

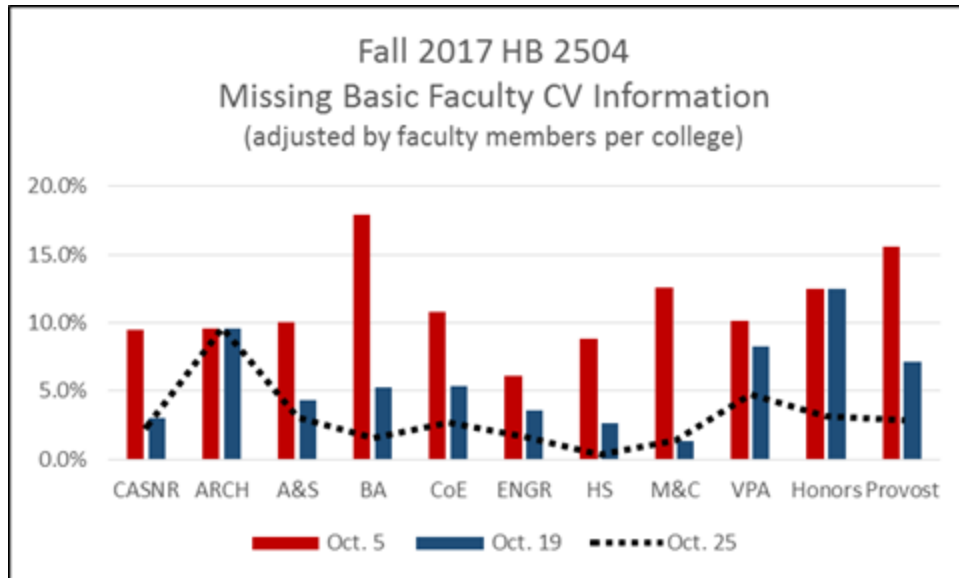
- ✦ Assessment reports have been generated for those degree programs that have entered data into TracDat. Programs that have incomplete data have been contacted each week since the October 1 deadline. Personalized emails have been sent to each program coordinator. As of October 26, 50 degree programs have not reported (primarily in the College of Engineering). OPA has been in communication with each of these programs, and we are meeting with Program Coordinators who have requested assistance. The entire OPA professional staff has started the PAR review, and we expect to have our initial review completed by Thanksgiving.
- ✦ College Level IE Committees
  - College of Education
    - The College of Education held its Fall 2017 IE meeting on October 24, 2017. After the meeting, Dr. Larry Hovey drafted a memo describing the committee's efforts. A copy of this memo is attached to this email.
    - Becky Fletcher has provided the committee with requested TracDat reports. COE has also asked for iWebfolio access in order to develop their own accreditation portfolio for their upcoming CAEP review.



- College of Engineering
  - The College of Engineering held its Fall 2017 meeting on Friday, October 20. Committee members are expected to complete their peer reviews by November 1. OPA staff have been in contact with some committee members regarding how to evaluate assessment reports.




- College of Visual and Performing Arts
  - Dr. Lora Deahl has been in touch with Becky Fletcher and Jennifer Hughes to prepare for the upcoming VPA IE Committee meeting. A proposed agenda has been sent to Dr. Deahl. In addition, Dr. Deahl has identified several degree programs that the committee will review; Becky has prepared numerous customized reports for Dr. Deahl's use.
- ✦ The 2016-2017 Substantive Change Report is complete and will be submitted to the Provost's Office along with a memo that gives examples of the substantive changes that have occurred at Texas Tech this past academic year. Attached to the email is the sub change report and memo.
- ✦ Faculty Credentialing Documentation
  - OPA staff have been working closely with department chairs and individual faculty members to update DM accounts with all necessary faculty basic CV information. Of approximately 3,200 Instructors of Record teaching fall semester 2017, about 85 remain non-compliant, which demonstrates a 97.4% compliance rate. The graph below visualizes the progress of this effort.



**OUTCOME 2: Texas Tech University faculty and staff will be well-prepared to meet OPA’s faculty credentialing, assessment, and strategic plan expectations.**

✦ Consultations

- Jennifer Hughes met with Dr. Yehia Mechref, Dr. Jatindra Tripathy, Dr. Chiquito Crasto and Dr. Susan San Francisco regarding their proposed 30-hour Biotechnology MS degree. A letter of support was provided to the degree program, endorsing its assessment plan. A screenshot of the letter is provided below.



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

TO: Drs. Chiquito Crasto, Yehia Mechref, Jatindra Tripathy, and Susan San Francisco

FROM: Jennifer Hughes, Managing Director, Office of Planning and Assessment

DATE: October 26, 2017

RE: Endorsement and Full Support of Biotechnology (MS) Assessment Plan

The intent of this letter is to provide our office’s endorsement and full support of the proposed MS Biotechnology degree. I visited with Drs. Crasto, Mechref, Tripathy, and San Francisco on Wednesday, October 25. At this meeting, they provided a document that thoroughly outlined the degree program’s student learning outcomes and associated assessment methods for the one-year Biotechnology MS degree program and the two-year Biotechnology MS degree program.

The learning outcomes for both degrees are identical, which is entirely appropriate and acceptable. The Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) does not prescribe that learning outcomes must be different based on program modality. Therefore, our office accepts the degree program’s assessment plan without any reservations.

We look forward to working with Drs. Crasto, Mechref, Tripathy, and San Francisco as they assess students in this degree program. Thank you for your commitment to student learning.

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- Jennifer Hughes met with Vicki West and Mary Elkins to discuss the Transparency Framework initiative resulting from TTU's membership with the Voluntary System of Accountability. We discussed how we might collaborate on this initiative to provide more thorough student outcomes information.
- This week, OPA staff met with TTU eLearning staff to discuss the BB portfolio rollout initiative. eLearning is currently developing marketing materials for faculty. The portfolio will be available to a limited number of faculty in spring 2018, and will be available for all faculty in fall 2018.
- On October 24, OPA staff participated in a preparatory meeting for the Department of Kinesiology and Sport Management's graduate program review. During this meeting, Jennifer Hughes represented OPA, and shared OPA's contributions to KSM's faculty data. OPA provided significant faculty data in the preparation of KSM's self study report.

✦ General Faculty Credentialing

- College of Business staff are beginning training Oct. 26 to allow download of faculty CVs from DigitalMeasures, then splitting the report by faculty member using Adobe Acrobat Pro. OPA staff prepared two training documents to assist with this, one for Windows 7 and another for Windows 10. All are excited at this development within the BA and the ease DM will provide with publicizing faculty CVs on web profile pages.
- OPA staff are pleased to have a part-time graduate student research assistant join our staff. Her efforts are being partly concentrated on updating a nearly 700-page report of faculty holding terminal degrees. This will assist with preparation of a SACSCOC Comprehensive Standard 3.5.4 report.
- Open Work Requests

Request #	Date Opened	Title	Status
64	10/16/2017	College of Business, Publication Import 2004-2016	10-16-17: A data file was sent to DM for import containing 12 years of publication data for the College of Business. This is a result of many hours of preparation by BA and OPA staff. Following completion of the import, the BA will begin running AACSB reports for their upcoming accreditation. Expected completion of the import is 10-31.
65	10/25/2017	Copy Lara Johnson's data to TTU files	10-25-17: Dr. Lara Johnson is faculty both at TTUHSC and TTU. She requested that her DM CV information be copied from her HSC account to her TTU account to be compliant with Texas HB 2504. OPA staff are cooperating with HSC staff and DM personnel to accomplish this. Expected completion is 11-9.

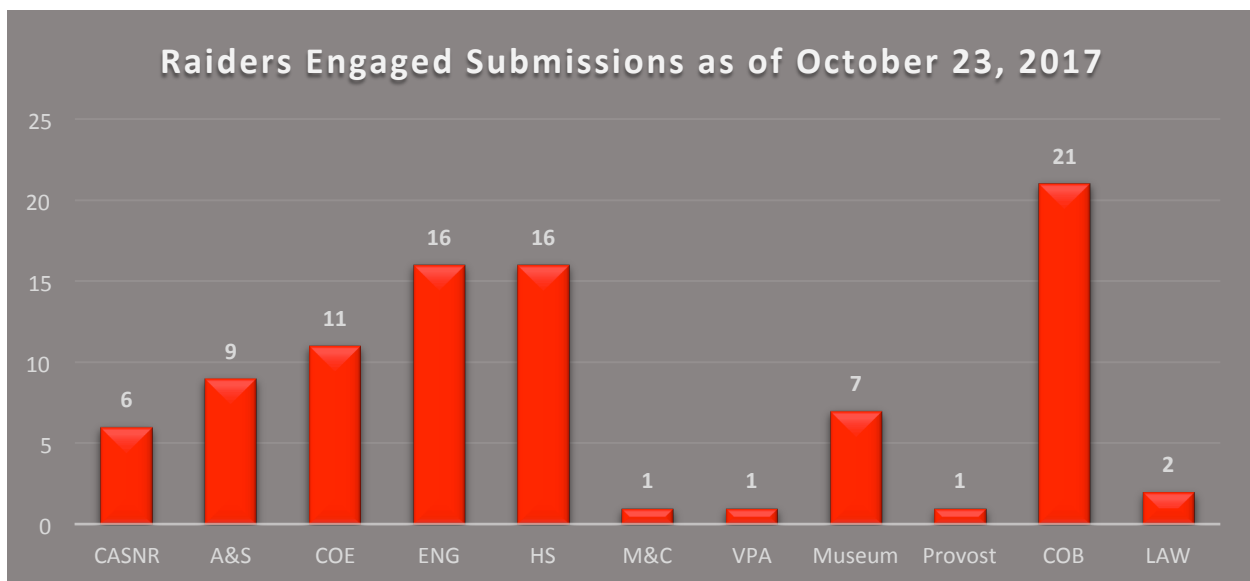
- Usage Statistics

(Number of Logins)	1 Week	1 Month	6 Months	1 Year
<b>Activities Database - University (147,042)</b>	1,982	4,761	18,850	77,050

✦ TechQuest launched on October 11 with a Qualtrics survey invitation that was sent to all TTU freshmen. In the two weeks since TechQuest has been live, it has received 628 responses and the number of responses continues to grow. With this response rate, OPA has achieved a 99% confidence level for the assessment. However, the instrument will remain open through October 31 to gather as much data as possible. Below is a summary of responses received based on gender and college. These are initial numbers as we expect to receive more responses through the end of the month.

- Gender
  - Female – 389
  - Male – 235
  - Prefer not to answer – 2
- College
  - CASNR – 40
  - Architecture – 17
  - Arts & Sciences – 225
  - Business – 49
  - Education – 8
  - Engineering – 116
  - Human Sciences – 80
  - Media & Communication – 26
  - VPA – 22
  - Honors – 8
  - Other - 35

✦ Raiders Engaged Update



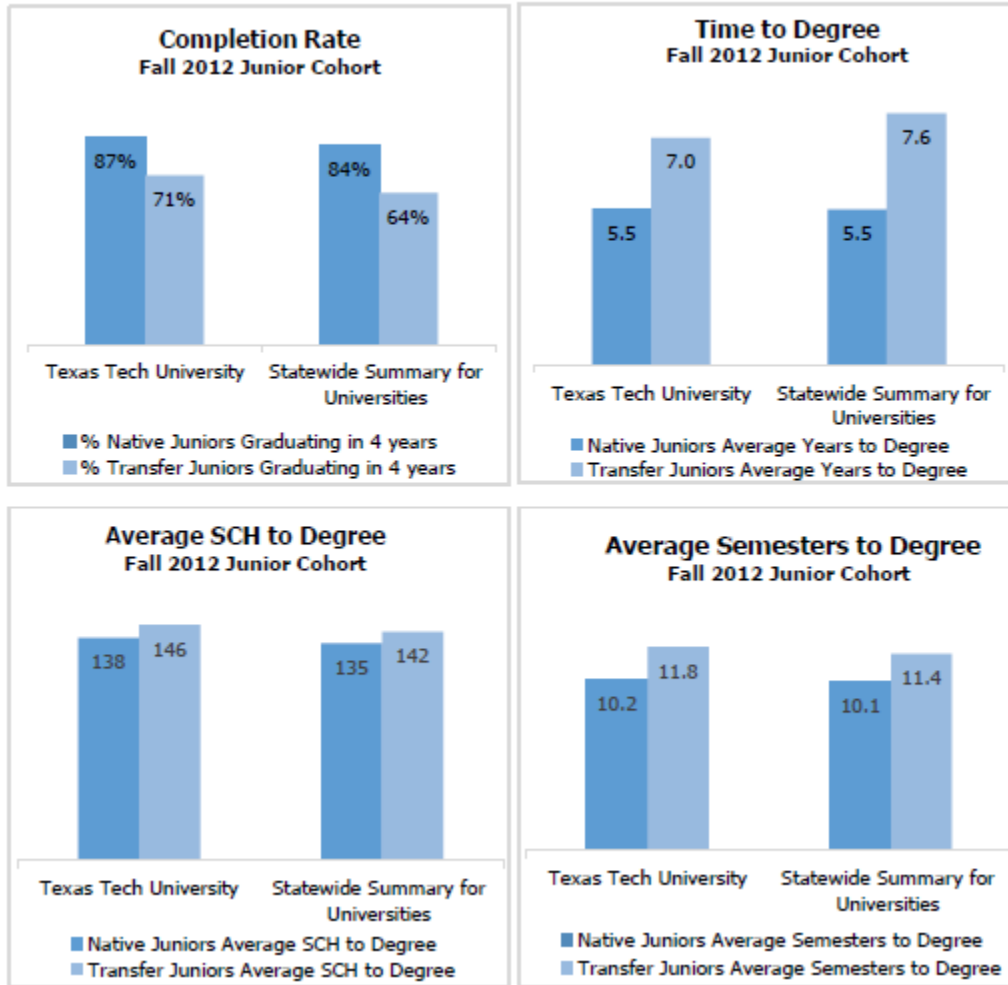
**OUTCOME 3: The Office of Planning and Assessment will continually monitor the university's compliance with laws, policy statements, and policies deriving from the State of Texas, THECB, and SACSCOC.**

✦ THECB Updates

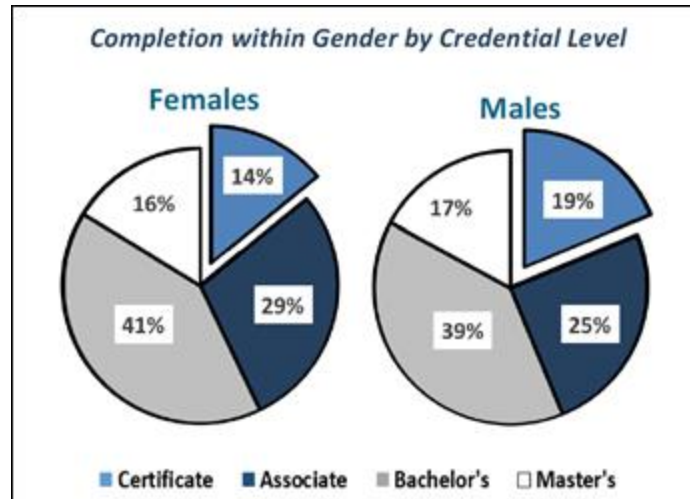
- An analysis of student transfer goals and practices was outlined in a THECB annual report describing universities' efforts to increase the number, success, and persistence

of Texas community college transfer students. It is important for prospective community college transfer students to connect to a university as soon as they start at the community college. Recruitment combined with advising on community college campuses are strategies to encourage that connection. The completion rate is influenced by time to degree, average SCH to degree, and average semesters to degree. Texas Tech University's data regarding each of these follows.

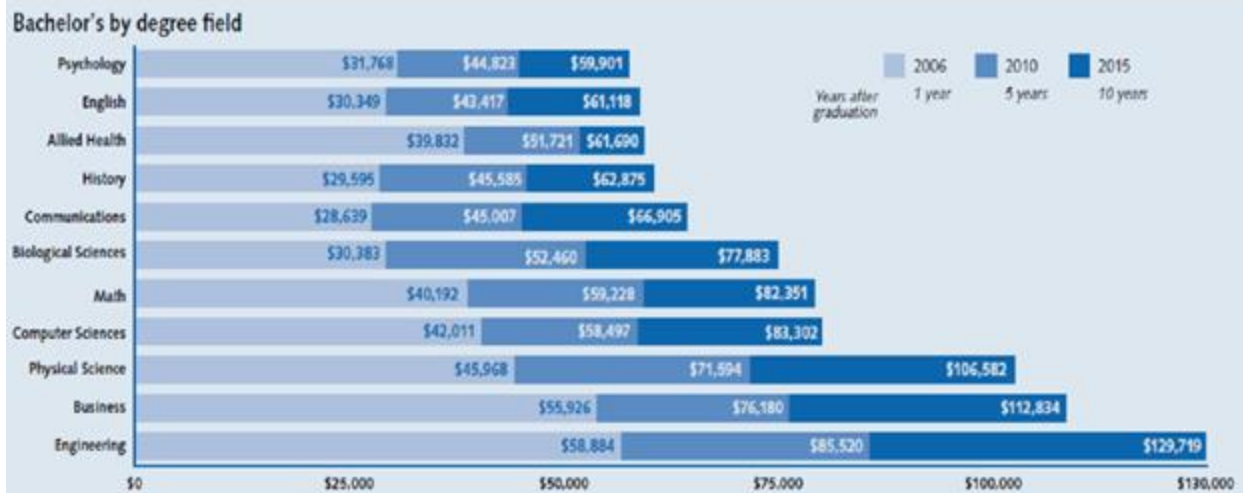
**Texas Tech University**



- The report concluded that to increase the number of students successfully transferring, community colleges should accelerate student progress by encouraging full-time enrollment when possible, enhancing advising aligned to the Texas Common Core and Field of Study Curricula, and filing a degree plan by the time a student completes 30 semester credit hours.
- Males are not keeping pace with women in Texas higher education. In 2016, 58% of all certificates and degrees were completed by women while only 42% were completed by men. While women enroll and complete in greater numbers, men are more concentrated in high-return degree programs and fields. The following graphics illustrate these points.



### Earnings of 2005 Bachelor's Graduates over 10 Years



- A presentation made on October 3, 2017 to the THECB Financial Literacy Advisory Committee indicated that 48% of student borrowers either don't know or incorrectly estimate the amount of money they have borrowed and 28% incorrectly believe they have no federal loans at all. [Source: [Are College Students Borrowing Blindly? Brookings Institution](#)] Students report that, "When all I can think about is money and how much I'm going to owe or how I can't afford supplies, it's hard to stay focused in school." "The financial stress has caused me to think about dropping out." "I have set myself back by taking fewer credit hours in order to stay alive financially." Several tools for educating students about financial solvency were presented including Student Connections, SALT, and Student Success Inceptia.
- Texas Education Code 51.4031 requires Texas public universities to provide institution-specific information relating to access and affordability. The following data summarizes TTU activities related to affordability and access for the preceding fall, spring, and summer terms.

**Affordability for Texas Tech University - 2015-2016**

**Tuition and Fees**

Average Tuition and Fees for 30 SCH at your institution: **\$9,866**

Median family income by region, by ethnicity.

This table provides information on the percentage of the median family income that would be required to pay for tuition and fees for the “average” family from a specific region by ethnicity. It does not provide information on how affordable the institution is for students currently enrolled.

Region	White		Black		Hispanic		Asian		Other		Total	
	Median Income	Percent T&F	Median Income	Percent T&F	Median Income	Percent T&F	Median Income	Percent T&F	Median Income	Percent T&F	Median Income	Percent T&F
High Plains	\$56,192	17.6%	\$30,309	32.6%	\$34,796	28.4%	\$53,933	18.3%	\$43,688	22.6%	\$51,197	19.3%
Northwest	\$52,310	18.9%	\$30,796	32.0%	\$34,430	28.7%	\$58,592	16.8%	\$42,197	23.4%	\$49,402	20.0%
Metropolitan	\$74,578	13.2%	\$45,187	21.8%	\$39,445	25.0%	\$77,269	12.8%	\$60,665	16.3%	\$65,662	15.0%
Upper East Texas	\$55,054	17.9%	\$33,185	29.7%	\$34,177	28.9%	\$77,141	12.8%	\$46,820	21.1%	\$50,415	19.6%
Southeast Texas	\$54,583	18.1%	\$30,421	32.4%	\$37,447	26.3%	\$64,545	15.3%	\$45,764	21.6%	\$48,576	20.3%
Gulf Coast	\$73,200	13.5%	\$44,737	22.1%	\$40,643	24.3%	\$76,176	13.0%	\$62,725	15.7%	\$62,910	15.7%
Central Texas	\$70,180	14.1%	\$41,248	23.9%	\$42,868	23.0%	\$79,927	12.3%	\$56,829	17.4%	\$63,486	15.5%
South Texas	\$56,876	17.3%	\$47,088	21.0%	\$35,933	27.5%	\$68,226	14.5%	\$48,145	20.5%	\$46,812	21.1%
West Texas	\$57,290	17.2%	\$33,244	29.7%	\$39,803	24.8%	\$97,996	10.1%	\$43,265	22.8%	\$53,604	18.4%
Upper Rio Grande	\$40,126	24.6%	\$53,217	18.5%	\$33,925	29.1%	\$58,246	16.9%	\$35,446	27.8%	\$39,250	25.1%
Statewide	\$62,282	15.8%	\$41,405	23.8%	\$37,524	26.3%	\$74,983	13.2%	\$51,006	19.3%	\$56,650	17.4%

**Undergraduate Students from in-state at your institution**

Provides information on the number and percent of undergraduates an institution enrolls from each region by ethnicity.



Region	White		Black		Hispanic		Asian		Other		Male		Female		Total	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
High Plains	6,999	26.1%	757	2.8%	3,133	11.7%	357	1.3%	372	1.4%	6,176	23.0%	5,442	20.3%	11,618	43.4%
Northwest Metroplex	571	2.1%	15	0.1%	116	0.4%	15	0.1%	33	0.1%	418	1.6%	332	1.2%	750	2.8%
Upper East Texas	3,798	14.2%	631	2.4%	913	3.4%	209	0.8%	228	0.9%	3,159	11.8%	2,620	9.8%	5,779	21.6%
Upper East Texas	361	1.3%	23	0.1%	48	0.2%	3	0.0%	21	0.1%	253	0.9%	203	0.8%	456	1.7%
Southeast Texas	50	0.2%	7	0.0%	10	0.0%	2	0.0%	4	0.0%	44	0.2%	29	0.1%	73	0.3%
Gulf Coast	1,657	6.2%	423	1.6%	617	2.3%	149	0.6%	137	0.5%	1,753	6.5%	1,230	4.6%	2,983	11.1%
Central Texas	1,323	4.9%	93	0.3%	315	1.2%	50	0.2%	90	0.3%	1,097	4.1%	774	2.9%	1,871	7.0%
South Texas	901	3.4%	57	0.2%	755	2.8%	24	0.1%	48	0.2%	985	3.7%	800	3.0%	1,785	6.7%
West Texas	661	2.5%	13	0.0%	271	1.0%	18	0.1%	32	0.1%	526	2.0%	469	1.8%	995	3.7%
Upper Rio Grande	97	0.4%	8	0.0%	358	1.3%	11	0.0%	12	0.0%	254	0.9%	232	0.9%	486	1.8%
Statewide	16,418	61.3%	2,027	7.6%	6,536	24.4%	838	3.1%	977	3.6%	14,665	54.7%	12,131	45.3%	26,796	100.0%

*In addition to direct contributions toward the departmental goals, OPA continues to focus on continuous improvement measures.*

- ✦ On October 27, our professional staff met to discuss how we can strengthen our existing office activities as an applicant for the Excellence in Assessment program designation (EIA). We decided that our office needs to develop a report that shares how the institution uses student learning evidence to make improvements. We are currently analyzing how other institutions, particularly the University of Central Florida, present their data.