



TEXAS TECH UNIVERSITY
Office of the Provost

Office of Planning & Assessment™

Special Report

Texas Association for Higher Education Assessment Conference November 8, 2019

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



General Overview

The Texas Association for Higher Education Assessment (TxAHEA) hosted the second annual conference in San Antonio, Texas. Texas Tech, along with 20 additional colleges and universities across the state of Texas, compose the membership of the TxAHEA planning committee. There were 207 registered attendees for this year's conference. The 2019 TxAHEA planning committee consisted of faculty and staff from Texas Tech University, 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 State University, Tarrant County College, Texas A&M International University, Texas A&M University – Commerce, Texas A&M University – Central Texas, Texas State University, Texas Woman’s University, The University of Texas at San Antonio, University of Houston-Downtown, University of North Texas and West Texas A&M University. Following the success of this year’s conference, several additional universities have requested to join the planning committee.

Conference Registration and Conference Sponsorship

The planning committee understands that in the world of higher education and assessment conferences, there are many accreditation-related conference choices. The planning committee felt very strongly about maintaining a low registration fee to help attendees who might have a limited travel budget. A \$100 registration fee was agreed upon, as well as a \$50 registration fee for graduate students. Sponsorship of this conference was at a record high with a total of about \$19,500. The 2019 TxAHEA sponsors were Texas A&M University-Commerce, LEAP Texas, University of North Texas, Weave, Concord USA, Palo Alto College, AEFIS, Texas Tech University, and Tableau. The planning committee will be collecting a few outstanding registration fees and finalizing expenses, but we had about \$19,800 in registrations.

Keynote Speaker

- The Keynote Speaker for the 2019 TxAHEA Conference was Dr. Ashley Finley. Dr. Finley is the Senior Advisor to the President and Vice President of Strategic Planning and Partnerships for the Association of American Colleges and Universities (AAC&U).
- Dr. Finley’s research and campus consultations focus on connecting best practices for program implementation, assessment design, and equity with institutional outcomes for student success and strategic planning.





Conference Highlights

- This year there were a total of 36 presentations and 3 panels.
- At the end of the conference, all attendees received a survey asking for their feedback about suggestions for making the conference better and any additional comments. The responses have included feedback with both positive comments and improvement strategies.

- *Thank you for putting this conference together. The food was great, and the staff working at the conference were super friendly. The overall session quality was great. I enjoyed it!*
- *I would like to thank the committee for planning wonderful conference. I have done such conferences and it is very challenging. Great job.*
- *It was my first time attending and I really enjoyed the whole program. Thank you for the opportunity to meet other assessment professionals.*
- *This conference just gets better every year. I appreciate the effort and thoughtfulness that was put into the details. I left feeling pampered AND intellectually inspired - I can't wait for next year!*
- *I think workshops where attendees have the ability to sit down with workshop leaders and create assessments or assessment plans or something like that. I believe that a hands on session would benefit attendees a great deal.*

- *Writing group - there is a great deal of publishable info being presented at the conference but I think some people would like to participate in a writing group with the goal of publication. This could be a group that met virtually throughout the year, with one session at the conference devoted to publishing.*
- *Many presentations' materials remained in the abstract. I would have liked more to be concrete. The presentations where people showed exactly what they did and provided examples were the most helpful.*
- *Having the reception in the middle of the event was a definite plus.*
- *I think workshops where attendees have the ability to sit down with workshop leaders and create assessments or assessment plans or something like that. I believe that a hands on session would benefit attendees a great deal!*

Planning for 2020 TxAHEA Conference

- The planning committee will hold a conference call in mid-November to confirm the San Antonio location for the 2020 conference. As well as confirming next year's location, the agenda will also consist of reviewing the financials, which will heavily focus on increasing the registration fee, discussion about new planning committee members, debriefing about the feedback from the survey, and how to continue to improve next year's conference.
- The committee, as well as OPA, is very proud of the result of this year's conference, and we will continue to work hard to ensure that the TxAHEA conference is successful, and grows every year. As the planning began for the 2019 conference, a goal was set for the conference to reach 250 attendees. Even though we fell short of our goal, we will continue to focus on increasing our attendance and will maintain our goal for the 2020 conference.
- The planning committee will schedule a meeting in December that will include any new planning committee members, and general planning for the 2020 conference.