



TEXAS TECH UNIVERSITY
Office of the Provost

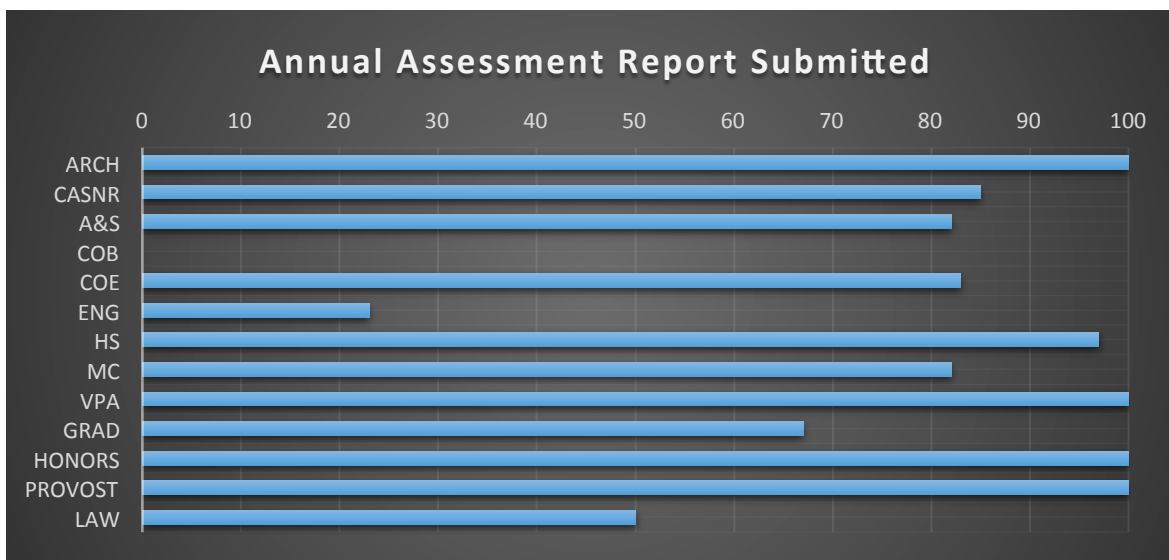
Office of Planning & Assessment

Institutional Effectiveness Weekly Report October 13, 2017

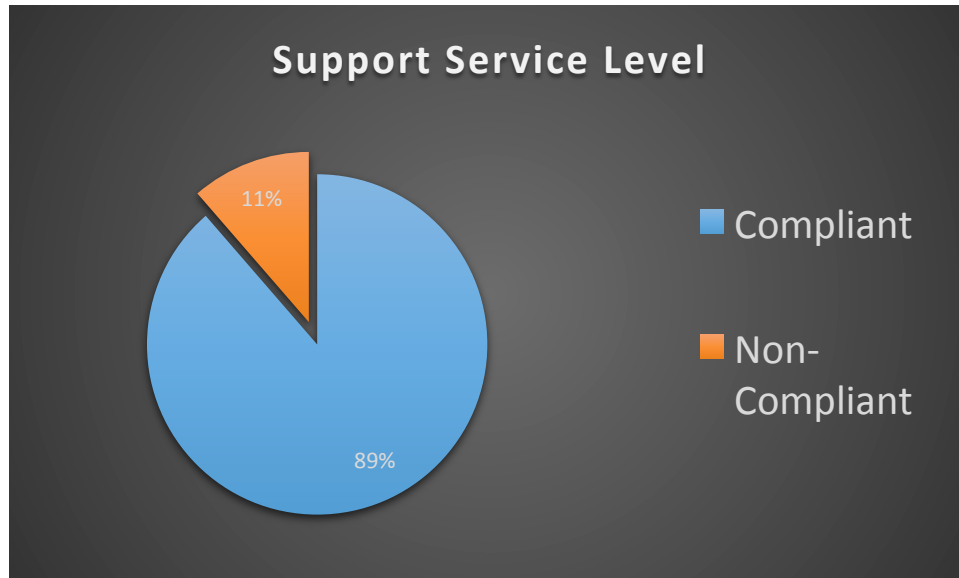
The Office of Planning and Assessment reports its weekly activities and contributions toward Texas Tech University's institutional effectiveness efforts and departmental objectives.

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.

- ✦ Most academic programs have submitted their annual assessment report via TracDat. The vast majority of programs that are non-compliant have been in contact with OPA to discuss extensions due to various circumstances. Extensions have been granted while OPA begins reviewing submitted reports.



- ✦ Nearly 90% of SSLs have met the reporting deadline for annual assessment reports. OPA is working with or are attempting to work with the 5 non-compliant departments. Next week, OPA will contact the supervisors of these departments for further follow-up.



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

The following is pulled from OPA’s fall 2017 Newsletter and is available online at <https://www.depts.ttu.edu/opa/newsletters/fall-2017-newsletter.php>.



Proposed Revisions to SACSCOC Principles

SACSCOC has spent the last 18 months reviewing comments and input from its member institutions regarding the 2012 *Principles of Accreditation*. The SACSCOC Board of Trustees approved the revised *Principles of Accreditation* as its annual June 2017 meeting. These revised principles will be considered by the College Delegate Assembly at the December Annual Business Meeting. If approved, the *Principles* will become effective January 1, 2018. These revisions have significant implications for all SACSCOC- member revisions, including Texas Tech.

Here is a sampling of the new revisions that will affect Texas Tech:

- Significant changes to institutional effectiveness requirements, including the addition of administrative outcomes.
- A new standard has been created that says we must provide "information and guidance to help student borrowers understand how to manage their debt and repay their loans."

- A revised standard that is now included in the Fifth Year Interim Report that asks us to prepare evidence to show that we maintain a safe and secure environment on our campus.

OPA is closely monitoring all revisions to the Principles, and we will continue to keep the TTU campus community informed.

Raiders Engaged Update

The 2017 Raiders Engaged administration is now open! Raiders Engaged is Texas Tech University's (TTU) annual assessment of outreach and engaged scholarship and will be open through December 1, 2017 to gather faculty and staff outreach and engaged scholarship activities. OPA encourages all faculty to participate in the survey as it provides the institution with valuable data toward its strategic priority of furthering engagement with external constituents.

Engagement occurs when faculty or staff members' research, teaching, administrative, or service activities significantly engage their scholarly or professional expertise with communities and/or organizations outside the university with the direct goal of improving outcomes for those who live and work in them. We invite you to report any teaching, research, or service projects or activities that you conducted for or in partnership with external communities during the 2016-2017 academic year. "Communities" are broadly defined as any individuals or organizations outside of the university that you may have worked with in your institutional role, to help address a need or specific issue. These could be non-profit or government agencies, business and industry, K-12 schools, 2- or 4- year institutions, community organizations, civic groups, and others.

Raiders Engaged has undergone a number of improvements, most notably including the ability to prepopulate and edit previously submitted data for ongoing projects. Data submitted in Raiders Engaged will also be uploaded into faculty DigitalMeasures accounts in time for faculty annual reviews, cutting down on the amount of time faculty spend reporting such data while also allowing the University to collect a more representative picture of outreach and engaged scholarship activity within TTU. In addition, we wish to recognize faculty and staff accomplishments in engaged research, teaching, and service.

Historically, Raiders Engaged has seen annual growth in participation rates, but as more widespread participation is seen from TTU departments, we expect to see continued growth in both new initiatives and ongoing projects that have not been collected before. For instance, Raiders Engaged saw an increase of 186 projects reported from 2015 to 2016. The table below summarizes the findings from the 2016 Raiders Engaged administration by college.

Reporting Unit	Number of Projects	External Funding Received	Faculty Hours	Staff Hours	Student Hours	Student Participants	K-12 Participants	Other Participants
Administrative Units	298	\$16,165,907	21,043	183,411	28,911	7,316	166,610	214,646
College of Agricultural Sciences & Natural Resources	27	\$2,008,300	9,670	11,702	12,504	194	450	37,064
College of Architecture	21	\$32,000	619	155	3,308	678	49	76,118
College of Arts & Sciences	63	\$2,555,227	7,982	839	8,008	1,046	2,468	29,090
Rawls College of Business	9	\$104,000	698	226	610	141	0	30,621
College of Education	89	\$14,009,324	61,023	33,592	730,241	2,007	180,463	51,473
College of Engineering	28	\$168,500	2,799	8,894	101,020	5,890	7,377	340
Honors College	4	\$50,000	572	4,800	2,100	14	0	1,325
College of Human Sciences	69	\$3,450,540	9,993	57,444	62,524	1,210	39,987	38,026
School of Law	5	\$410,000	6,945	6,240	10,500	53	0	6,476
College of Media & Communication	47	\$39,200	2,243	283	8,282	1,959	811	3,023
College of Visual & Performing Arts	72	\$417,086	7,361	1,067	8,033	2,646	11,151	57,933
Grand Total	732	\$39,410,084	130,948	308,653	976,041	23,154	409,366	519,962

You may also view the full 2016 Raiders Engaged Summary in a new online format, as well as downloadable PDF.

For questions about Outreach and Engagement you may contact Dr. Birgit Green, Director of Academic Engagement, at birgit.green@ttu.edu. For survey related questions, you may contact Libby Spradlin, Lead Administrator for the Office of Planning and Assessment, at libby.spradlin@ttu.edu.

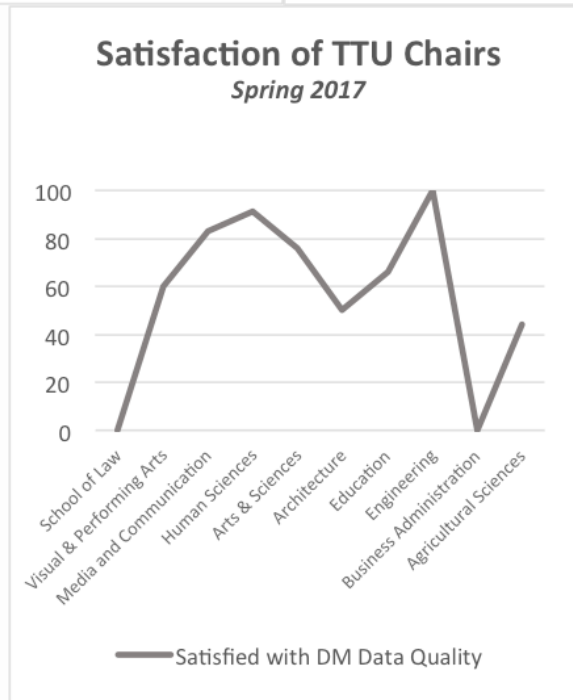
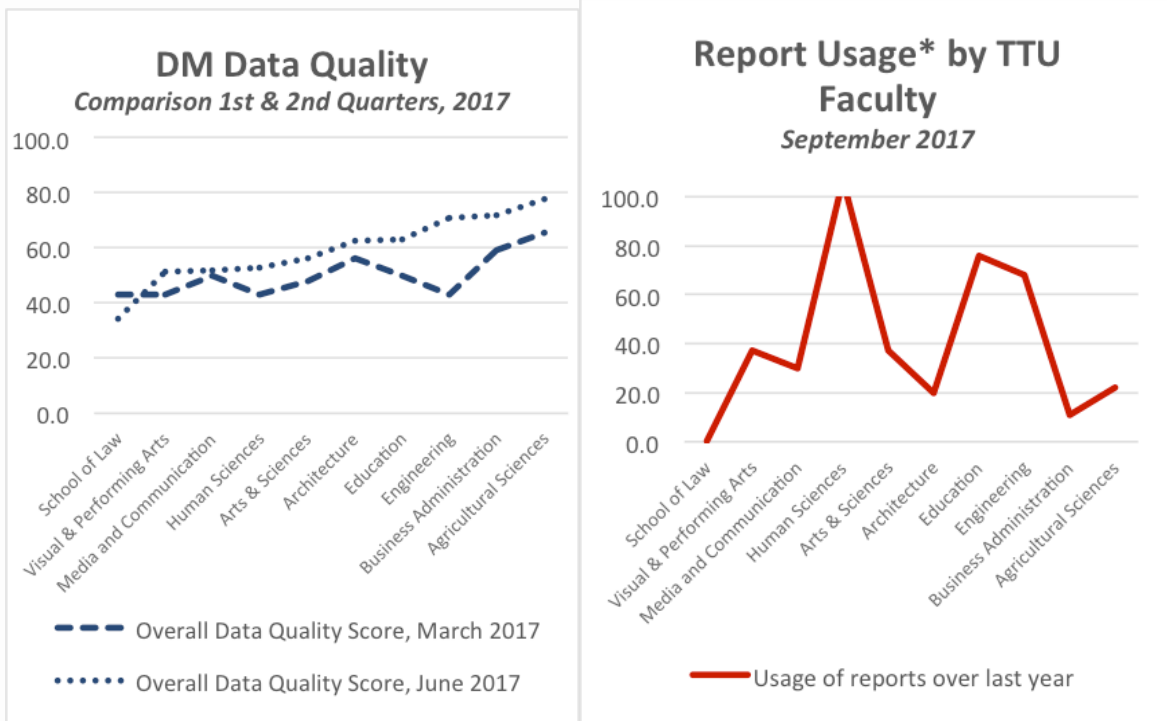
DigitalMeasures

Data Quality

Data quality in DigitalMeasures (DM) is based on departmental scores metrics, target, and weight as determined by DM. Four factors contribute to quality data:

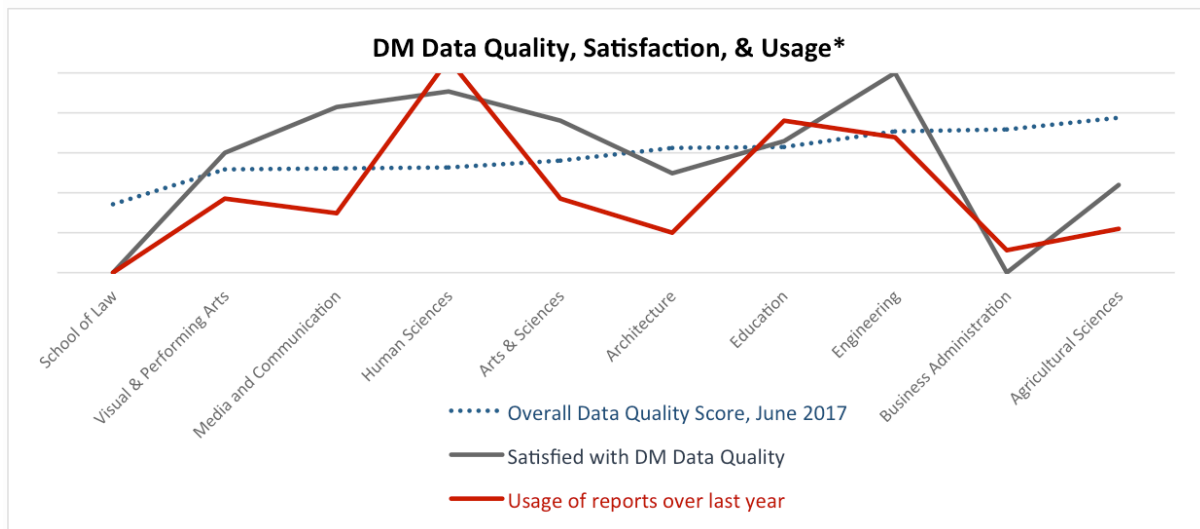
- Accuracy: determined by individual user; not used in calculation of data quality
- Completeness of "core screens": screens, fields and dates that provide the bulk of content
- Consistency: similar activities are entered in the same way and in the same place
- Currency: data is up-to-date (within the last four months)

The Office of Planning and Assessment (OPA) at Texas Tech University has been working on "cleaning up" DM accounts since spring 2017. This was needed to get a more accurate measure of DM data quality. We also wondered if the quality of DM data could be related to satisfaction of TTU Departmental Chairs with the DM report usage by faculty. Here is what we found out.



With the above information at hand, we wondered if we could draw any preliminary conclusions. Would this data provide any information that could assist OPA as we work with units across campus in efforts to improve data as well as satisfaction with DM quality and could this lead to improved usage? We fully recognize this is raw data and is not filtered; more data is needed to draw definite conclusions. However, we believe varying levels of engagement begin to emerge.

The following graphic attempts to overlay the three earlier images and provides a clue about units that may need assistance to make DM data as useful as possible.



OPA staff are beginning to share this information and address areas of concern. We look forward to continued study and evaluation with the goal of assisting all units across campus, and the institution as a whole, as faculty credentialing data found in DigitalMeasures becomes more valuable and informative.

*Report usage is calculated by # of reports pulled by number of users in each college and is multiplies by 10 to allow display on a 100-pt. scale.

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

- ✦ On Thursday, October 12, OPA staff met to discuss how we can improve our 17-18 continuous improvement report. We assigned various staff members to report on our office's operational outcomes. We will meet in December to discuss data collection.
- ✦ West Texas Assessment Conference
 - This year's WTAC had the highest level of attendance in the conference's 6-year history. Next week's report will highlight the WTAC.
- ✦ Betty Ann Thomas attended the DigitalMeasures User Group Conference, Oct. 8-10, 2017 and presented a session titled, "Optimizing Data Quality Metrics." Other valuable session topics included understanding new AACSB standards, transforming faculty salary merit review using DM data and Tableau, DM's Workflow, and more. Keynote speaker Arne Duncan, former U.S. Secretary of Education, suggested the biggest question in education right now is, "How do we build the next generation of empathetic leaders?"