



TEXAS TECH UNIVERSITY
Office of the Provost

Office of Planning & Assessment

Institutional Effectiveness Weekly Report December 22, 2017

Brief Report on *Marketable Skills* Initiative

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.

Texas Higher Education Coordinating Board Marketable Skills Initiative

“By 2030, all award recipients from Texas public institutions of higher education will graduate from programs with identified marketable skills.” Retrieved:

[file:///C:/Users/jehughes/Downloads/3.MarketableSkillsGoal9.4.2014FINAL090914Repaired%20\(1\).pdf](file:///C:/Users/jehughes/Downloads/3.MarketableSkillsGoal9.4.2014FINAL090914Repaired%20(1).pdf)

The 2015-2030 plan proposes four student-centered goals.

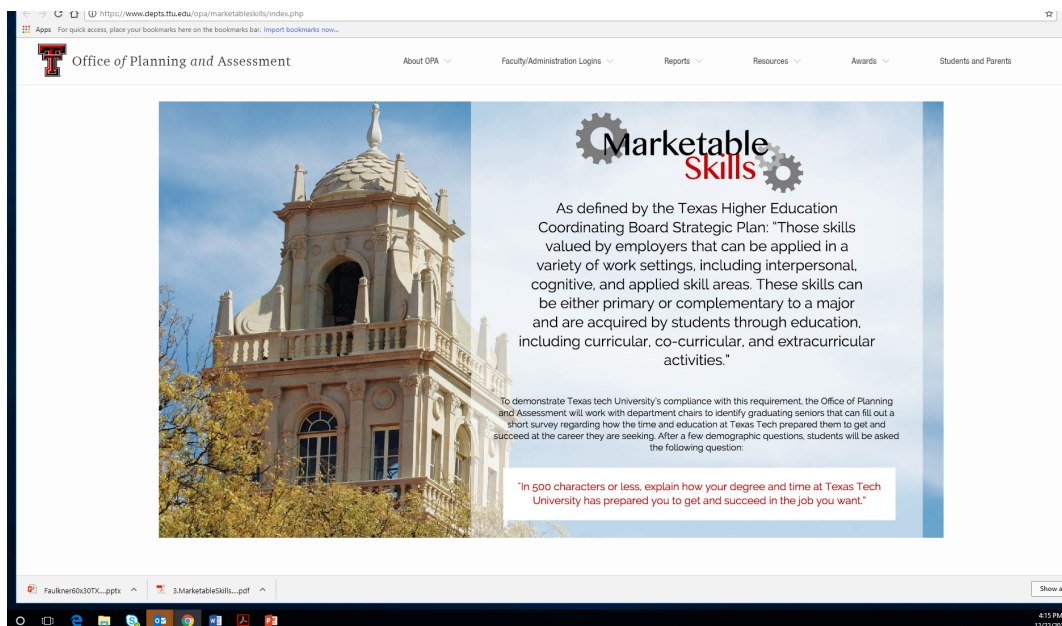
- 60x30**
By 2030, at least 60 percent of Texans ages 25-34 will have a certificate or degree.
- Completion**
By 2030, at least 550,000 students in that year will complete a certificate, associate, bachelor's, or master's from an institution of higher education in Texas.
- Marketable Skills**
By 2030, all graduates from Texas public institutions of higher education will have completed programs with identified marketable skills.
- Student Debt**
By 2030, undergraduate student loan debt will not exceed 60 percent of first-year wages for graduates of Texas public institutions.

Texas Tech University is expected to submit a plan for assessing the marketable skills of its graduates in 2020 to the Texas Higher Education Coordinating Board. Therefore, in order to meet the 2020 deadline, we must identify how we plan to collect these data.

Earlier this week, OPA staff formally launched the Marketable Skills initiative, which is aimed at identifying the marketable skills of Texas Tech University graduates. Each department chair will be personally emailed to request information about their Spring 2018 or August 2018 graduates. OPA staff will then reach out to these graduates and ask them to self-identify their marketable skills. Ultimately, this self-reported information will be published to an OPA website. All of this information will be included in the 2020 report to the THECB. There are several steps to completing this initiative:

- Step 1. Reach out to department chairs and ask them to identify upcoming graduates.
- Step 2. OPA staff will locate the contact information of these graduates using FootPrints.
- Step 3. OPA staff will prepare an email to these students and ask them to complete a Qualtrics survey.
- Step 4. After students complete the survey, OPA staff will collate this information.
- Step 5. OPA staff will create a website that provides information on student learning outcomes for every TTU degree program, as well as a student anecdote that corresponds to each degree program.
- Step 6. OPA staff will develop a report for submission to the THECB. The report is due 2020, but a specific date is still unknown.

Last week, OPA staff built a simple webpage to begin branding marketable skills to the TTU community.



We plan to continue building resources regarding marketable skills on this website, and we will provide monthly updates on our progress. Thus far, only the College of Architecture and College of Agricultural Sciences and Natural Resources have been contacted. After the holiday break, more colleges will be contacted. Please see the screenshot below to see the specific email that was sent to Drs. Haq, Johnson, Burris, Orth, Bernard, Hequet, and Wallace.

From: "Hughes, Jennifer S" <jennifer.s.hughes@ttu.edu>
Date: Monday, December 18, 2017 at 1:51 PM
To: "Orth, Michael" <michael.orth@ttu.edu>
Subject: THECB Reporting Mandate - Marketable Skills

Dear Dr. Orth:

The State of Texas has recently mandated that each state institution prepare a plan for assessing the marketable skills of all its graduating students (at both the undergraduate and graduate levels). The term *marketable skills* has been widely debated among the Texas legislature. The Office of the Provost is committed to using a definition of *marketable skills* that honors the student learning gains of our graduating students, and has tasked OPA to gather information to meet this THECB mandate. In an effort to minimize the work required of you, we will use student learning outcomes that have been uploaded into TracDat as the information source for fulfilling this reporting requirement. For more information about marketable skills, please go here:

<https://www.depts.ttu.edu/opa/marketableskills/index.php>

As we prepare TTU's institutional report, we would like to provide supplementary student anecdotes. In the spirit of transparency, we intend to publish this report on our departmental website. **We are asking each department chair to provide the names of up to three students who are graduating in Spring 2018 or August 2018 for each of your department's degree programs (including both undergraduate and graduate degrees).** Our office will reach out to these students and ask them to complete a short survey about how TTU prepared them to work in their selected discipline. The survey should take the student no more than 10 minutes to complete.

Our office has reached out to the Human Research Protection Program (HRPP), and we have received notification that we do not need IRB approval for this initiative. However, students will be informed that this is an optional survey and in no way affects their graduation status. Additionally, students will not be compensated for completing the survey.

Would you please respond to this email and identify the names of three students (for each of your degree programs) who are graduating in Spring 2018 or August 2018? If you prefer, your administrative

assistant can contact me directly with this requested information. Please respond by 5:00PM this Friday, December 22. Thank you so much, and Happy Holidays.

Sincerely yours,

Jennifer

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