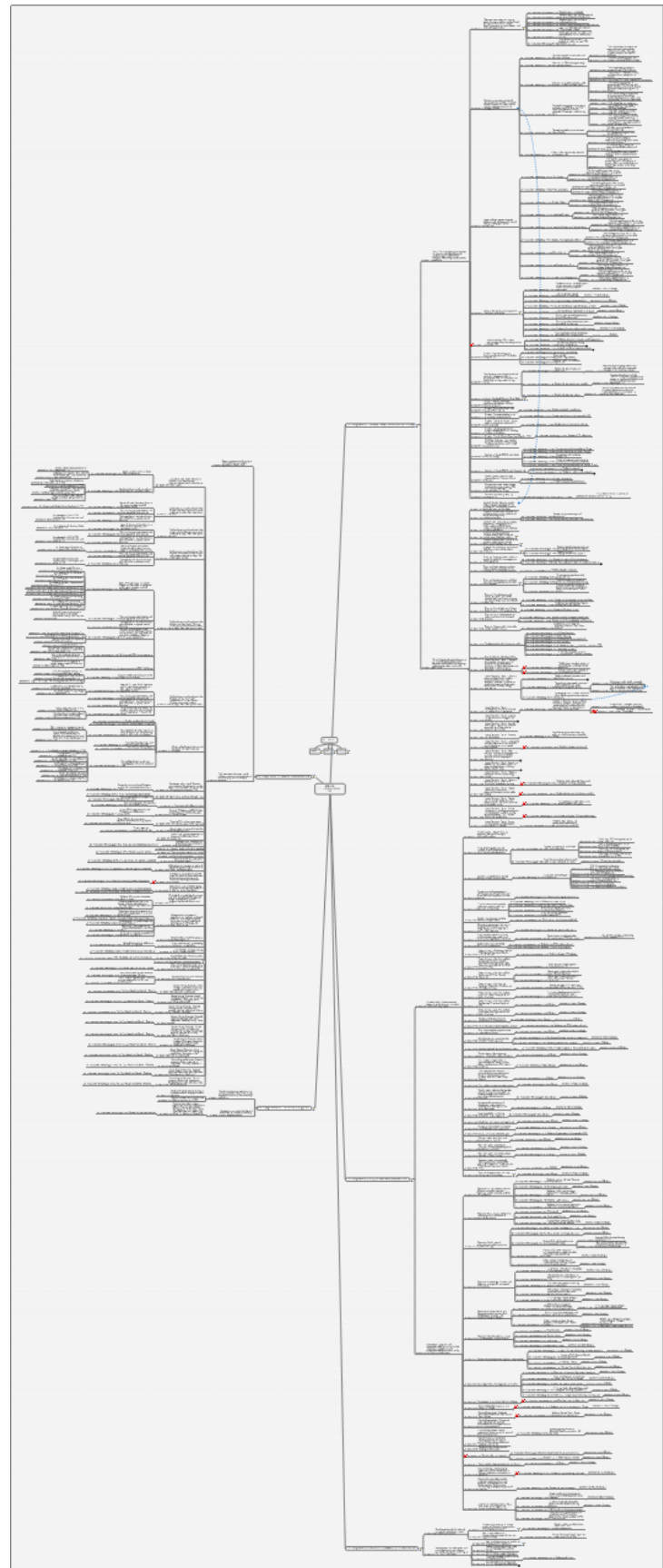


2010-2020 TTU Advising Strategic Plan

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TTU Strategic Priority 1. Increase Enrollment and Promote Student Success

TTU: We will grow and diversify our student population in order to improve Higher education participation and supply a well-equipped educated workforce for the state of Texas.

TTUA: We will provide academic advising outreach and transition programs to facilitate student recruitment and persistence, especially with historically under-represented and under-prepared populations.

UE Goal 1.A. Recruit: Create an appealing environment for a diverse student population with academic support and enrichment throughout their undergraduate academic experience.

Unit Goal 1.A.1. Represent the academic institution to potential students and their families through participation in on- and off- campus recruiting, outreach, and service events, and one-to-one appointments.

Participate in on-campus events, including Red Raider Orientation, Admitted Students Day, University Day, TECHSAN, Community Advisor training, Visitors Center groups, Classics Day, Campus Tour groups, and Raiders Rojos' Back-to- School Fiesta

Participate in off-campus events, including South Plains Tech Prep Career Expo, Boys & Girls Club partnerships, South Plains College Spanish Fair, and Fiestas de Llano, Education Summit

Unit Assessment Methodology 1.A.1.a) Number of events completed.

Unit Assessment Methodology 1.A.1.b) Number of events partially supported with marketing collateral or other resources.

Unit Assessment Methodology 1.A.1.c) Number of events declined due to inadequate resources.

Unit Assessment Methodology 1.A.1.d) Number of people receiving advising information.

Unit Assessment Methodology 1.A.1.e) Log visits with prospective students in TTU recruitment system

Unit Assessment Methodology 1.A.1.f) Percentage of prospective students seen when referred by Visitors Center and/or walk-ins.

Unit Assessment Methodology 1.A.1.g) Analyze contacts with and visits of prospective students to future TTU enrollment statistics.

Unit Goal 1.A.2. Communicate academic advice and advisor's personal availability to answer concerns of potential students and their families via appropriate marketing strategies and media.

Unit Assessment Methodology 1.A.2.a) Research compiled to better understand the various audiences

Benchmark 1.A.2.a)1) FY12: Include creation of report and metrics documentation on current communications media, messages, academic concerns, and intended audiences.

Benchmark 1.A.2.a)2) FY13: Identify low-hanging fruit and incorporate recommendations into report

Unit Assessment Methodology 1.A.2.b) Maintain list of TTU recruiting/marketing messages by audience.

Unit Assessment Methodology 1.A.2.c) Maintain list of academic concerns faced by potential students and their families.

Benchmark 1.A.2.c)1) FY12: Complete brainstorming of concerns list with TTUAC Advisors

Benchmark 1.A.2.c)2) FY13: Survey TTU Recruiters, Advisors, and Administrators to expand list of concerns.

Benchmark 1.A.2.c)3) FY14: Survey TTU students to expand list of concerns.

Benchmark 1.A.2.c)4) FY15: Conduct focus groups (in partnership with TTU Recruiting) with potential students and families of diverse populations to refine and expand list of concerns.

Benchmark 1.A.2.c)5) FY11: Publish findings of research on differing perceptions of academic concerns held by potential students and family members and university personnel

Unit Assessment Methodology 1.A.2.d) Pursue advice on appropriate marketing and media from TTU Recruiting, TTU Marketing, higher education and adolescent culture experts, and scholarly works.

Benchmark 1.A.2.d)1) FY12: Utilize Noel-Levitz forecasts.

Benchmark 1.A.2.d)2) Engage TTU Recruiting and TTU Marketing Knowledge

Benchmark 1.A.2.d)3) FY13: Identify higher education & adolescent culture experts

Benchmark 1.A.2.d)4) FY14: Begin and/or partner with TTU Recruiting to undertake review of scholarly work on marketing and media with adolescents, focusing on academic matters where possible.

Unit Assessment Methodology 1.A.2.e) Review & consider best practices from industry leaders

Benchmark 1.A.2.e)1) FY12: Identify industry leaders in adolescent marketing

Benchmark 1.A.2.e)2) FY13: Review marketing media and collect best practices.

Unit Assessment Methodology 1.A.2.f) Collect student input on effective media and communications

Benchmark 1.A.2.f)1) FY12: Provide online feedback mechanism for gathering information on value of online content

Benchmark 1.A.2.f)2) FY13: Analyze impact and costs of suggestions provided by students and advisors.

Benchmark 1.A.2.f)3) FY14: Survey TTU students to gather more input on effective communication strategies.

Benchmark 1.A.2.f)4) FY15: Conduct focus groups (in partnership with TTU Marketing) with current students and families to receive broader input on effective marketing strategies.

Unit Goal 1.A.3. Aggressively participate in improved processes and technology to define and identify student populations by group/status.

Unit Assessment Methodology 1.A.3.a) FGC Students

Benchmark 1.A.3.a)1) FY12: Online publication of identification processes and actual metrics for assigned ASUD/PLAW/PREN population.

Benchmark 1.A.3.a)2) FY13: Compile and publish metrics for complete undergraduate population

Unit Assessment Methodology 1.A.3.b) Probation Students

Benchmark 1.A.3.b)1) FY12: Online publication of identification processes and actual metrics for assigned ASUD/PLAW/PREN population.

Benchmark 1.A.3.b)2) FY13: Compile and publish metrics for complete undergraduate population

Unit Assessment Methodology 1.A.3.c) Student Athletes

Benchmark 1.A.3.c)1) FY12: Online publication of identification processes and actual metrics for assigned ASUD/PLAW/PREN population.

Benchmark 1.A.3.c)2) FY13: Compile and publish metrics for complete undergraduate population

Unit Assessment Methodology 1.A.3.d) Undeclared Students

Benchmark 1.A.3.d)1) FY12: Online publication of identification processes and actual metrics for assigned ASUD/PLAW/PREN population.

Benchmark 1.A.3.d)2) FY13: Compile and publish metrics for complete undergraduate population

Unit Assessment Methodology 1.A.3.e) Undecided Students with Declared Majors

Benchmark 1.A.3.e)1) FY12: Online publication of identification processes and actual metrics for assigned ASUD/PLAW/PREN population.

Benchmark 1.A.3.e)2) FY13: Compile and publish metrics for complete undergraduate population

Unit Assessment Methodology 1.A.3.f) Students Pursuing Graduate School

Benchmark 1.A.3.f)1) FY12: Online publication of identification processes and actual metrics for assigned ASUD/PLAW/PREN population.

Benchmark 1.A.3.f)2) FY13: Compile and publish metrics for complete undergraduate population

Unit Assessment Methodology 1.A.3.g) Ethnic Minorities

Benchmark 1.A.3.g)1) FY12: Online publication of identification processes and actual metrics for assigned ASUD/PLAW/PREN population.

Benchmark 1.A.3.g)2) FY13: Compile and publish metrics for complete undergraduate population

Unit Assessment Methodology 1.A.3.h) Low Socioeconomic Status

Benchmark 1.A.3.h)1) FY12: Online publication of identification processes and actual metrics for assigned ASUD/PLAW/PREN population.

Benchmark 1.A.3.h)2) FY13: Compile and publish metrics for complete undergraduate population

Unit Assessment Methodology 1.A.3.i) Academically Under-prepared

Benchmark 1.A.3.i)1) FY12: Online publication of identification processes and actual metrics for assigned ASUD/PLAW/PREN population.

Benchmark 1.A.3.i)2) FY13: Compile and publish metrics for complete undergraduate population

Unit Goal 1.A.4. Serve as The University Advising Center and information resource.

Provide accurate core curriculum information on all academic majors

Articulate marketing strategies and available budget/resources

Conduct electronic and print media campaigns to inform of advising events and information, including TechAnnounce and hallway marker board announcements

Provide educational literature library (Triage)

Begin cyclical (3yr) refreshing of marketing imagery & collateral to reach target populations through appropriate media

Unit Assessment Methodology 1.A.4.a) Number of contacts, including requests for advising information, general information and non-caseload appointments

Benchmark 1.A.4.a)1)

Unit Assessment Methodology 1.A.4.b) Use focus groups to gauge communication of messages

Benchmark 1.A.4.b)1)

Unit Assessment Methodology 1.A.4.c) Capture and report online webmetrics

Benchmark 1.A.4.c)1)

Unit Assessment Methodology 1.A.4.d) Use of brand image in portable displays for events

Benchmark 1.A.4.d)1)

Unit Assessment Methodology 1.A.4.e) Use of brand image in permanent office space

Benchmark 1.A.4.e)1)

Unit Assessment Methodology 1.A.4.f) Track usage of branded paper handouts by audience and message

Benchmark 1.A.4.f)1)

Unit Assessment Methodology 1.A.4.g) Track usage of branded electronic media by audience and message

Benchmark 1.A.4.g)1)

Unit Assessment Methodology 1.A.4.h) Number of electronic and print media campaigns

Benchmark 1.A.4.h)1)

Unit Assessment Methodology 1.A.4.i) Conduct periodic inventory & implement recommendations for improvement

Benchmark 1.A.4.i)1)

✔ Unit Goal 1.A.5. Increase number of TTU students participating in Study Abroad programs by 25% by FY11

Unit Assessment Methodology 1.A.5.a) FY12: provide referrals from advising 1:1 appointments

Unit Assessment Methodology 1.A.5.b) Include Study Abroad in advising protocols as appropriate

Benchmark 1.A.5.b)1) FY13: identify timeline for recommendation and include in advising protocols

Unit Assessment Methodology 1.A.5.c) include Study Abroad in electronic content

Benchmark 1.A.5.c)1) FY14: include, as appropriate, in online content

Benchmark 1.A.5.c)2) track clickthrough

Unit Goal 1.A.6. Students: Procure and maintain hardware and software at TTUA Student Computer Lab

Unit Assessment Methodology 1.A.6.a) Age and quantity of hardware

Unit Assessment Methodology 1.A.6.b) Ratio of needed replacements:replacements

Unit Assessment Methodology 1.A.6.c) Number of students using Student Computer Lab

Unit Goal 1.A.7. Provide presentations for high school and community college counselors in partnership with TTU Office of Admissions and College and Department Advising Offices.

Unit Assessment Methodology 1.A.7.a) Number and type of requests for presentations

Benchmark 1.A.7.a)1) Meet annually with appropriate individuals in Office of Admissions to estimate needs and opportunities for coming fiscal year.

Unit Assessment Methodology 1.A.7.b) Number and type of events participated in

Benchmark 1.A.7.b)1) Develop and update annually the DISCOVERY! and Advising presentation content for High School Counselors and Community College Counselors, beginning in FY11.

Unit Assessment Methodology 1.A.7.c) Number and type of participants

Benchmark 1.A.7.c)1) Annually analyze resource allocation and utilization of presentations with various student populations to calculate benefit of participation in these events.

Unit Goal 1.A.8. Advisors: Develop & Maintain Advisor Web site

Advisors: Post Advisors' Training Manual

Advisors: Update Advisor Referral Site List

Advisors: Update Student Resource Guide

Unit Goal 1.A.9. Advisors: Create standardized development procedures, including schedule for updates

Unit Goal 1.A.10. Students: Track and analyze student usage of TTUA web site

Unit Assessment Methodology 1.A.10.a) Number of unique hits on web sites

Unit Goal 1.A.11. Students: Promote technology as an official means of communication

Unit Assessment Methodology 1.A.11.a) Number of email contacts documented in AXIS

Unit Goal 1.A.12. Students, Families, & Advisors: Update web sites to make advising materials more accessible

Unit Assessment Methodology 1.A.12.a) Number of materials posted on web sites

Unit Goal 1.A.13. Students: Encourage exploration of student-used web applications, including Facebook and MySpace

Unit Goal 1.A.14. Students: Provide Advance Registration Checklist (ARC)

Unit Assessment Methodology 1.A.14.a) Number of ARC submissions

Unit Goal 1.A.15. All/Multiple Audiences: Host threaded discussion forum on academic advising, First Generation College, and First Year Experience issues

Unit Goal 1.A.16. Community: Provide TTUA Student Study Area and Lounge

Unit Assessment Methodology 1.A.16.a) Provide educational literature library (Triage)

Unit Assessment Methodology 1.A.16.b) Provide candy basket for students (Triage)

Unit Assessment Methodology 1.A.16.c) Provide cognitively-stimulating manipulatives

Unit Assessment Methodology 1.A.16.d) Provide full-time assessment advisor to accommodate TTU community members

Unit Assessment Methodology 1.A.16.e) Provide welcoming presence in office suite (Triage)

Unit Goal 1.A.17. Community: Provide TTUA Student Computer Lab

Unit Assessment Methodology 1.A.17.a) Number of computers

Benchmark 1.A.17.a)1) FY12: working hardware, consistent software, group policy, wallpaper, connect to techdrive.

Benchmark 1.A.17.a)2) FY13: printer with fee recapture, technology included in capital replacement plan, proposal complete for hallway lab.

Benchmark 1.A.17.a)3) 7 computers in TTUA Student Computer Lab by FY11

Benchmark 1.A.17.a)4) FY14: hallway lab moving forward

Unit Assessment Methodology 1.A.17.b) Number of students using computers

Benchmark 1.A.17.b)1) Track student computer usage, beginning in FY12

Unit Goal 1.A.18. Conduct student survey for student recommendations (Associate Director, Advisors)

Unit Assessment Methodology 1.A.18.a) Student survey results

Unit Assessment Methodology 1.A.18.b) Number and type of recommendations

Unit Goal 1.A.19. Create an inclusive office environment, including multicultural art pieces, TTU tradition and pride elements, and seasonal decorations (Triage)

Unit Goal 1.A.20. Provide cultural/diversity sensitivity training for staff

Unit Assessment Methodology 1.A.20.a) Percentage of staff trained

Benchmark 1.A.20.a)1) 100% staff complete cultural diversity sensitivity training

UE Goal 1.B. Retain: Develop and support programs to cultivate undergraduate educational resources aimed at recruiting, supporting and promoting student success and persistence.

Unit Goal 1.B.1. Outreach: Conduct electronic and print media campaigns to promote services and programs, including TechAnnounce, brochures, flyers, and fact sheets

See also: [Communicate academic advice and advisor's personal availability to answer concerns of potential students and their families via appropriate marketing strategies and media.](#)

Unit Goal 1.B.2. Outreach: Provide informational meetings and presentations to target audiences as requested and required by communications plan

Unit Assessment Methodology 1.B.2.a) Number and type of meetings and presentations.

Unit Assessment Methodology 1.B.2.b) Analyze events by subsequent student retention

Unit Goal 1.B.3. Outreach: Identify measures of academic preparedness among populations of current students and target these students with program content to develop academic preparedness.

Unit Goal 1.B.4. Outreach: Develop and promote strategies for early identification and intervention with freshmen students.

- Review records to identify and assist students retaking classes but failing to petition for grade replacement.

- CSI
- Early-alert
- Mid-term grade checks
- Referrals

Unit Goal 1.B.5. Outreach: Involve students' families in the academic support process through education and ongoing stimulation

- Media Campaigns
- Parent Presentations at Student Events

Unit Goal 1.B.6. Outreach: Create, maintain, and distribute the highest caliber of online and print information

High caliber =

- engaging
- current
- accessible
- accurate

Unit Assessment Methodology 1.B.6.a) Number of people receiving information per campaign/venue/information portal

Unit Assessment Methodology 1.B.6.b) Response rates per campaign/venue/information portal

Unit Goal 1.B.7. Transition: Encourage current students to enroll in 30 credit hours or more per year, where appropriate.

Unit Assessment Methodology 1.B.7.a) Number of students called each semester

Unit Assessment Methodology 1.B.7.b) credit hours added per student contacted each semester

✓ Benchmark 1.B.7.b)1) 5% of students contacted will increase SCH

Unit Goal 1.B.8. Transition: Conduct electronic and print media campaigns to promote services and programs, including TechAnnounce

Unit Assessment Methodology 1.B.8.a) Number and type of campaigns

Unit Goal 1.B.9. Transition: Develop, maintain, and utilize specialized advising protocols for student cohorts by need.

- Prospective Students
- 0-29 earned hours
- 30-44 earned hours

- 45-59 earned hours
- 60+ earned hours
- PEGASUS Scholars
- PEGASUS Mentors
- Prelaw Undeclared Students
- Undeclared Students
- Prelaw Declared Students
- Probationary Students
- Athletes
- Declared Students Questioning Major Selection
- Other Cohorts as Identified

Unit Assessment Methodology 1.B.9.a) Ratio of protocols developed:cohort groups identified

Unit Assessment Methodology 1.B.9.b) Protocols incorporated into advisor professional development plan/training

Unit Assessment Methodology 1.B.9.c) Protocols incorporated into advisor documentation system for appropriate analysis and assessment of student progress

Unit Goal 1.B.10. Transition: Provide programs and services for students and families, including Red Raider Orientation, group advising workshops, social and outreach events, etc.

Unit Assessment Methodology 1.B.10.a) Number and type of group advising workshops

Unit Assessment Methodology 1.B.10.b) Number and type of program participants, including levels of participation

Unit Goal 1.B.11. Transition: Provide Noel-Levitz College Student Inventory (CSI)-based advising

Unit Assessment Methodology 1.B.11.a) Number of CSI administrations

Unit Goal 1.B.12. Transition: Act as a clearinghouse for student referrals to university support resources

Unit Assessment Methodology 1.B.12.a) Number of referrals made per each resource

Unit Assessment Methodology 1.B.12.b) Number of referrals completed per each resource

Unit Goal 1.B.13. Transition: Analyze student retention by contributing events/contacts

Unit Assessment Methodology 1.B.13.a) Completion of annual report on "Supporting Retention at Texas Tech University"

Unit Goal 1.B.14. Provide convenient advisor access to students

Unit Assessment Methodology 1.B.14.a) Online scheduling

Unit Assessment Methodology 1.B.14.b) Chat Advising

Unit Assessment Methodology 1.B.14.c) Online review of advising records

Unit Assessment Methodology 1.B.14.d) Office Hours

Unit Assessment Methodology 1.B.14.e) Remote Locations

Benchmark 1.B.14.e)1) FY15

Unit Assessment Methodology 1.B.14.f) Workshop Locations

Unit Assessment Methodology 1.B.14.g) 1 full-time assessment advisor to accommodate TTU community members

Unit Goal 1.B.15. Track exit reasons and analyze metrics

Unit Goal 1.B.16. Human Resources (Recruit): Engage a diverse pool of candidates so as to secure an advising team whose characteristics closely approximates state demographics and/or anticipates demographic trends in enrollment

✓ *Unit Assessment Methodology 1.B.16.a) Number of position advertisements in media directed at underrepresented populations*

✓ *Unit Assessment Methodology 1.B.16.b) Include student/state/staff profiles in annual departmental report*

Unit Goal 1.B.17. Human Resources (Recruit): Utilize staff professional development feedback, research and trends on student enrollment, and experts' standards for excellence in professional advising to remain current in understanding of "qualified" staff

Unit Assessment Methodology 1.B.17.a) Feedback collected from professional development sessions

Benchmark 1.B.17.a)1) FY13: Create Professional Development Plan for all staff

Benchmark 1.B.17.a)2) FY13: Assess initial staff expectations for support of professional development for current staff and subsequent new hires

Benchmark 1.B.17.a)3) FY14: Begin annual assessment of staff satisfaction with departmental and institutional support of professional development

Benchmark 1.B.17.a)4) FY11: Revise professional development programs using feedback

Benchmark 1.B.17.a)5) FY12: Publish findings and continuously improve

Unit Assessment Methodology 1.B.17.b) Research on student needs is collected and included in revisions of job descriptions, responsibilities, etc.

Benchmark 1.B.17.b)1) Summary of student needs is compiled from research annually prior to October 1

Benchmark 1.B.17.b)2) Position handbooks are updated annually prior to November 1 to be implemented at February performance evaluation cycle

Unit Assessment Methodology 1.B.17.c) Current professional standards included in all staff job descriptions and performance evaluations

See also: [Position handbooks are updated annually prior to November 1 to be implemented at February performance evaluation cycle](#)

Unit Goal 1.B.18. Human Resources (Recruit): Knowledgeably advocate for adequate staff compensation as appropriate

Unit Assessment Methodology 1.B.18.a) Compile valid national, regional, and local data on staff compensation (by position) to determine levels of adequacy and to maximize the benefits of pay increases with current and new personnel


Benchmark 1.B.18.a)1) Comparative staff compensation study completed annually prior to November 1

  Benchmark 1.B.18.a)2) New benefits-eligible staff 3 year retention rate at 75% or better

Unit Goal 1.B.19. Human Resources (Retain): Evaluate staff performance, including position functions

 ***Unit Assessment Methodology 1.B.19.a) Ratings from performance evaluations***

Benchmark 1.B.19.a)1) 100% of staff meet or exceed expectations as reported by annual performance evaluations

 ***Unit Assessment Methodology 1.B.19.b) Merit pay increases awarded with respect given to annual performance evaluations***

  Benchmark 1.B.19.b)1) Staff turnover rate below 15% for TTUA staff positions
Priority: 1

Unit Goal 1.B.20. Human Resources (Retain): Consider alternative staffing solutions for routine responsibilities to allow for better utilization of professionals

Unit Goal 1.B.21. Human Resources (Retain): Promote staff advancement

Unit Assessment Methodology 1.B.21.a) Award merit pay increases to motivate quality of staff performance as allowed by funding

Unit Goal 1.B.22. Human Resources (Retain): Use program and departmental evaluations to assess and initiate changes for anticipated program growth

✔ *Unit Assessment Methodology 1.B.22.a) Number of new positions created*

Unit Goal 1.B.23. Human Resources (Retain): Seek additional funding to create new positions as necessitated to maintain healthy workloads and facilitate program expansion

Unit Assessment Methodology 1.B.23.a) Healthy workload

Benchmark 1.B.23.a)1) Exit Interviews

Benchmark 1.B.23.a)2) Performance Evaluations

Benchmark 1.B.23.a)3) Departmental Evaluation

✔ *Unit Assessment Methodology 1.B.23.b) Amount of funding secured for new positions*

Unit Goal 1.B.24. Human Resources (Retain): Support staff members to take academic courses for professional development, including degrees and certificates

✔ *Unit Assessment Methodology 1.B.24.a) Number of staff enrolled in academic courses for professional development, including degrees and certificates*

Unit Goal 1.B.25. Human Resources (Retain): Require a minimum of 1 information technology training

✔ *Unit Assessment Methodology 1.B.25.a) Number of information technology trainings completed*

Unit Goal 1.B.26. Human Resources (Retain): Require a minimum of 1 Quality Service & Professional Development workshop

✔ *Unit Assessment Methodology 1.B.26.a) Number of Quality Service & Professional Development workshops completed*

Unit Goal 1.B.27. Human Resources (Retain): Require attendance at a minimum of 1 professional conference as allowed by funding

✔ *Unit Assessment Methodology 1.B.27.a) Number of professional conferences attended*

Unit Goal 1.B.28. Human Resources (Retain): Require advisors to submit proposals to and present at local, state, and national levels as allowed by funding

✔ *Unit Assessment Methodology 1.B.28.a) Ratio of proposals submitted:invitations extended:presentations given*

Unit Goal 1.B.29. Human Resources (Retain): Provide training for staff, including communication skills development, academic advising resource awareness, DiSC, Desired Results, and team-building

✔ *Unit Assessment Methodology 1.B.29.a) Number and type of TTUA-provided trainings*

Unit Goal 1.B.30. Human Resources (Retain): Create customized professional development plan for each staff member

Unit Assessment Methodology 1.B.30.a) Number of identified areas for improvement listed on annual performance review completed

TTU Strategic Priority 2. Strengthen Academic Quality & Reputation

TTU: We will attract and retain the best faculty in the world in order to enhance our teaching excellence and grow our number of nationally recognized programs. (Address student-faculty ratios to ensure quality of all offerings; stress diversity in the hiring of all faculty and staff).

TTUA: We will advocate and pursue excellence in advising throughout the university to help students capitalize on the excellence of teaching and learning experiences available at Texas Tech University.

UE Goal 2.A. Academic Quality: Achieve a national reputation for best practices in academic student and faculty support.

Unit Goal 2.A.1. Academic Quality: Utilize RRO as first opportunity to establish advising as teaching with students

Unit Goal 2.A.2. Articulate learning objectives and strategies for each component group within targeted student populations

Unit Assessment Methodology 2.A.2.a) Document use of protocols and desired student learning outcomes

Benchmark 2.A.2.a)1) FY11: Assess RRO learning objectives for University advising.

Benchmark 2.A.2.a)2) FY12: Establish learning objectives for ASUD/PLAW/PREN RRO\

Benchmark 2.A.2.a)3) FY13: Assess RRO learning objectives progress and improve process

Benchmark 2.A.2.a)4) FY15: Retreat for University Advisors on Learning Objectives for RRO

Unit Assessment Methodology 2.A.2.b) Action Plans created and utilized for each student in a particular cohort of students

Benchmark 2.A.2.b)1) 1:1 ratio of protocols:cohorts

Unit Goal 2.A.3. Document accomplishment of desired learning outcomes for each student

Unit Assessment Methodology 2.A.3.a) Assessment: Online through documentation

Benchmark 2.A.3.a)1) FY12: Clarify protocols and learning objectives (from syllabi) per timeline.

Benchmark 2.A.3.a)2) FY13: Technology application developed to measure learning objectives

Benchmark 2.A.3.a)3) FY14: Utilization and ongoing promotion of technology

Benchmark 2.A.3.a)4) FY15: Analysis and improvement of protocols and learning objectives

Benchmark 2.A.3.a)5) FY11: Presentation of progress

Benchmark 2.A.3.a)6) FY12: Submission for publication of analysis

Unit Goal 2.A.4. Engage in continual improvement of advising processes through internal and external research, implementation of best practices.

Unit Assessment Methodology 2.A.4.a) 1:1 ratio of advising sessions:QuACks

Unit Goal 2.A.5. Establish and maintain reasonable student:advisor ratios in advising populations and workshops.

Unit Assessment Methodology 2.A.5.a) 325:1 ratio of student:advisor

Unit Assessment Methodology 2.A.5.b) 2:1 ratio of students:1-hour workshops

Unit Assessment Methodology 2.A.5.c) 1:1 ratio of advising sessions:Quality Assurance Checks (QuACks)

Unit Assessment Methodology 2.A.5.d) 1:1 ratio of advising appointment requests:appointments

Unit Goal 2.A.6. Conduct literature review, including web-based and print media

Unit Assessment Methodology 2.A.6.a) Percentage of Literature review completed

Unit Goal 2.A.7. Subscribe to appropriate distribution lists, including NACADA Commissions and Interest Groups, ACADV, Noel-Levitz, and First Year Experience

Unit Assessment Methodology 2.A.7.a) Number and type of distribution lists

Unit Goal 2.A.8. Assess how the current best practices could be applied to departmental and university advising programs and services

Unit Assessment Methodology 2.A.8.a) Present information collected on best advising practices to TTUA advising staff

Benchmark 2.A.8.a)1) Staff presentation topics and recurring calendar created in FY11

Unit Goal 2.A.9. Guide students to make informed decisions on academic major

Unit Assessment Methodology 2.A.9.a) Number of non-TTUA students advised

Unit Assessment Methodology 2.A.9.b) Number of DISCOVERY! participants

Unit Goal 2.A.10. Timely Advising via Technology: Maintain TTUA Advance Registration Checklist (ARC) (IT, Advisors)

Unit Assessment Methodology 2.A.10.a) Number and type of ARC updates

Unit Goal 2.A.11. Timely Advising via Best Practice Tools: Use protocols for scheduling events, including Advance Registration, Open Registration, Add/Drop, and Red Raider Orientation (RRO)

Unit Assessment Methodology 2.A.11.a) Ratio of protocols:scheduling events (Associate Director, ET)

Unit Goal 2.A.12. Timely Advising via Best Practice Tools: Promote use of ARC for Advance Registration

Unit Assessment Methodology 2.A.12.a) Percentage of students advised by last day of Advance Registration

Unit Assessment Methodology 2.A.12.b) Percentage of students advised by 1 week after last day of Advance Registration

Unit Goal 2.A.13. Timely Advising via Best Practice Processes: Respond to ARC submissions within 3 business days

Unit Assessment Methodology 2.A.13.a) Number and type of ARC submissions responded to in 3 business days (IT, AD)

Unit Goal 2.A.14. Timely Advising via Best Practice Tools: Check ARC submission responses for Quality Assurance

Unit Assessment Methodology 2.A.14.a) 1:1 ratio of scheduling contacts:QuACks, including ARC submissions and Orientation Plug-In contacts (IT, AD)

Unit Goal 2.A.15. Timely Advising via Best Practice Tools: Require use of Orientation Plug-In for RRO

Unit Assessment Methodology 2.A.15.a)

Benchmark 2.A.15.a)1)

Unit Goal 2.A.16. Timely Advising via Best Practice Tools: Check Orientation Plug-In contacts for Quality Assurance

Unit Assessment Methodology 2.A.16.a)

Benchmark 2.A.16.a)1)

Unit Goal 2.A.17. Provide accurate core curriculum information on all academic majors

Unit Assessment Methodology 2.A.17.a)

Benchmark 2.A.17.a)1)

Unit Goal 2.A.18. Advise the student or parent regardless of major

Unit Assessment Methodology 2.A.18.a) Number of non-TTUA students advised

Unit Goal 2.A.19. Prioritize major exploration process over simply selecting a major

Unit Assessment Methodology 2.A.19.a)

Benchmark 2.A.19.a)1)

Unit Goal 2.A.20. Strengthen networks and partnerships with other TTU advising offices

Unit Assessment Methodology 2.A.20.a) Provide general campus information as requested

Benchmark 2.A.20.a)1)

Unit Assessment Methodology 2.A.20.b) Number of general information requests

Benchmark 2.A.20.b)1)

Unit Goal 2.A.21. Provide an updated Resource Guide for students

Unit Assessment Methodology 2.A.21.a) Number of updates to Resource Guide for students

Benchmark 2.A.21.a)1)

Unit Goal 2.A.22. Teach students a decision-making process, including the Ladder of Inference

Unit Assessment Methodology 2.A.22.a)

Benchmark 2.A.22.a)1)

Unit Goal 2.A.23. Assist students to apply a holistic approach when considering academic majors, including values, skills, interests, and abilities

Unit Assessment Methodology 2.A.23.a)

Benchmark 2.A.23.a)1)

Unit Goal 2.A.24. Facilitate translation of individual screening results into academic major choice(s), including DISCOVERY! Academic Major and Career Catalyst Program

Unit Assessment Methodology 2.A.24.a)

Benchmark 2.A.24.a)1)

Unit Goal 2.A.25. Direct students to explore academic options

Unit Assessment Methodology 2.A.25.a)

Benchmark 2.A.25.a)1)

Unit Goal 2.A.26. Coach students to become their own best advisor, including assisting students to develop strategies to attain educational goals while avoiding jumping to conclusions

Unit Assessment Methodology 2.A.26.a)

Benchmark 2.A.26.a)1)

Unit Goal 2.A.27. Incorporate decision-making skill development in advising practice, including Bono's Thinking Hats and McKeachie's model

Unit Assessment Methodology 2.A.27.a)

Benchmark 2.A.27.a)1)

Unit Goal 2.A.28. Integrate applied critical thinking development in advising practice

Unit Assessment Methodology 2.A.28.a)

Benchmark 2.A.28.a)1)

Unit Goal 2.A.29. Include transition issues in advising practice

Unit Assessment Methodology 2.A.29.a)

Benchmark 2.A.29.a)1)

Unit Goal 2.A.30. Incorporate time and event management skill development in advising practice

Unit Assessment Methodology 2.A.30.a)

Benchmark 2.A.30.a)1)

Unit Goal 2.A.31. Serve as a resource and referral agent

Unit Assessment Methodology 2.A.31.a) Number and type of referrals documented in AXIS

Unit Goal 2.A.32. Educate students about short- and long-term goal-setting skills

Unit Assessment Methodology 2.A.32.a)

Benchmark 2.A.32.a)1)

Unit Goal 2.A.33. Work with students to develop an Educational Plan by implementing results learned from assessments

Unit Assessment Methodology 2.A.33.a)

Benchmark 2.A.33.a)1)

Unit Goal 2.A.34. Work with students and families to learn the role of academic advising

Unit Assessment Methodology 2.A.34.a)

Benchmark 2.A.34.a)1)

Unit Goal 2.A.35. Empower students to use provided technology resources, including TTU portal site, Raiderlink, TTUA web site, and TTUA Advance Registration Checklist (ARC)

Unit Assessment Methodology 2.A.35.a)

Benchmark 2.A.35.a)1)

Unit Goal 2.A.36. Transition: Incorporate transition issues advising in practice, including:

- Seeking involvement in undergraduate research
- Learning how to be accountable in an “anonymous environment”
- Moving from being a dependent to independent to interdependent learner
- Learning to be accountable to self
- Learning to manage information overload

Unit Assessment Methodology 2.A.36.a)

Benchmark 2.A.36.a)1)

UE Goal 2.B. Create reports, programs, and development opportunities that illustrate the university's progress toward excellence and promote student, faculty, and alumni accomplishments.

Unit Goal 2.B.1. Reputation: Actively communicate about delivery of continually-improving, higher-quality, retention-based academic advising services.

Unit Assessment Methodology 2.B.1.a) Number of updates to Student Resource Guide on web site

Benchmark 2.B.1.a)1)

Unit Assessment Methodology 2.B.1.b) Marketing cost per student

Benchmark 2.B.1.b)1)

Unit Assessment Methodology 2.B.1.c) Number of students participating in DISCOVERY!, PEGASUS, and TTU PreLaw

Benchmark 2.B.1.c)1)

Unit Assessment Methodology 2.B.1.d) Number of student contacts

Benchmark 2.B.1.d)1)

Unit Assessment Methodology 2.B.1.e) Number of updates to marketing materials and presentations promoting programs

Benchmark 2.B.1.e)1)

Unit Goal 2.B.2. Reputation: Track, analyze, and report on student progress via involvement of population by semester

Unit Assessment Methodology 2.B.2.a) ??% involved

Benchmark 2.B.2.a)1)

Unit Assessment Methodology 2.B.2.b) ?? advised by ?? date.

Benchmark 2.B.2.b)1)

Unit Assessment Methodology 2.B.2.c) Accomplishment of learning objectives by student populations per semester.

Benchmark 2.B.2.c)1)

Unit Goal 2.B.3. Reputation: Conduct internal assessments on student success via Academic Advising

Unit Assessment Methodology 2.B.3.a) Pre-Test of Student Knowledge and Efficacy

Benchmark 2.B.3.a)1)

Unit Assessment Methodology 2.B.3.b) Post-Test of Student Knowledge and Efficacy

Benchmark 2.B.3.b)1)

Unit Assessment Methodology 2.B.3.c) Ongoing Real-time Documentation of Learning Outcome Progress

Benchmark 2.B.3.c)1) Improve AXIS to document learning outcomes in FY11

Benchmark 2.B.3.c)2) Revisit CAS standards, advising syllabi, and determine appropriate metrics for each learning outcome desired.

Unit Assessment Methodology 2.B.3.d) Conduct a Cost/Benefit Analysis of varying approaches to supporting student achievement of desired learning outcomes.

Benchmark 2.B.3.d)1)

Unit Assessment Methodology 2.B.3.e) Collect, compile, and report data on student populations, including assigned and non-assigned caseload

Benchmark 2.B.3.e)1)

Unit Goal 2.B.4. Reputation: Acknowledge, Document, and Celebrate staff responsibilities, methods, and successes

Unit Assessment Methodology 2.B.4.a) Establish position handbook with calendar of recurring responsibilities

Benchmark 2.B.4.a)1)

Unit Assessment Methodology 2.B.4.b) Maintenance of position handbook for each individual as a core responsibility in PDQ.

Benchmark 2.B.4.b)1)

Unit Assessment Methodology 2.B.4.c) Staff submit weekly reports of advising progress and highlights

Benchmark 2.B.4.c)1)

Unit Assessment Methodology 2.B.4.d) Weekly reports are compiled into monthly summaries for use in the bi-annual performance review process.

Benchmark 2.B.4.d)1)

Unit Assessment Methodology 2.B.4.e) 1:1 ratio of reports requested:reports produced on or before deadlines

Benchmark 2.B.4.e)1)

Unit Goal 2.B.5. Reputation: Articulate, Monitor, and Recognize Program Purposes, Goals, Methodologies, Resources, and Successes throughout the year

Unit Assessment Methodology 2.B.5.a) Establish and maintain program handbooks with program planning calendar of recurring responsibilities

Benchmark 2.B.5.a)1) 1:1 ratio of reports requested:reports produced on or before deadlines

Unit Assessment Methodology 2.B.5.b) Review strategic plan for department and program implications on a monthly basis.

Benchmark 2.B.5.b)1)

Unit Assessment Methodology 2.B.5.c) Collect, compile, and report data on programs, including participants, events, and results

Benchmark 2.B.5.c)1) Number, type, and frequency of reports (Associate Director, Business Coordinator, IT)

Benchmark 2.B.5.c)2) Submit reports to best or meet deadlines

Unit Goal 2.B.6. Reputation: Measure student satisfaction vs. student progress and publish results

Unit Assessment Methodology 2.B.6.a) National surveys

Benchmark 2.B.6.a)1)

Unit Assessment Methodology 2.B.6.b) Regional surveys

Benchmark 2.B.6.b)1)

Unit Assessment Methodology 2.B.6.c) Local surveys

Benchmark 2.B.6.c)1)

Unit Assessment Methodology 2.B.6.d) departmental surveys

Benchmark 2.B.6.d)1)

Unit Goal 2.B.7. Review and update departmental policies and procedures

Unit Assessment Methodology 2.B.7.a) specifically time and reporting for exempt employees

Benchmark 2.B.7.a)1)

Unit Assessment Methodology 2.B.7.b) 1 update to TTUA Program Calendar document per month

Benchmark 2.B.7.b)1)

Unit Assessment Methodology 2.B.7.c) 1 TTUA Staff Manual

Benchmark 2.B.7.c)1)

Unit Assessment Methodology 2.B.7.d) 1:1 ratio of Position Manuals:positions

Benchmark 2.B.7.d)1)

Unit Goal 2.B.8. Create departmental training process for new hires

Unit Assessment Methodology 2.B.8.a) Week one - uniform for all departmental employees

Benchmark 2.B.8.a)1)

Unit Assessment Methodology 2.B.8.b) Cross-train employees to support one another's work functions as needed

Benchmark 2.B.8.b)1)

Unit Assessment Methodology 2.B.8.c) Week two - specific to function/role

Benchmark 2.B.8.c)1)

Unit Assessment Methodology 2.B.8.d) 1:1 ratio of Quality Service & Professional Development workshops completed:staff

Benchmark 2.B.8.d)1)

Unit Assessment Methodology 2.B.8.e) 100% of staff complete required trainings, including EEO

Benchmark 2.B.8.e)1)

Unit Goal 2.B.9. Provide opportunities for modified work schedules

✓ *Unit Assessment Methodology 2.B.9.a) 40-hour work week for all positions*

Benchmark 2.B.9.a)1)

Unit Goal 2.B.10. Maintain the number of social activities among staff (Triage)

✓ *Unit Assessment Methodology 2.B.10.a) Number of social activities among staff (Triage)*

Benchmark 2.B.10.a)1)

Unit Goal 2.B.11. Continual Improvement: Implement selected recommendations from Desired Results Survey

✓ *Unit Assessment Methodology 2.B.11.a) Number of Desired Results Survey recommendations implemented*

Benchmark 2.B.11.a)1)

Unit Goal 2.B.12. Continual Improvement: Evaluate and adjust job descriptions to ensure balanced workload during performance evaluation review process

Unit Goal 2.B.13. Continual Improvement: Create opportunities to constructively critique and brainstorm improvements

Unit Assessment Methodology 2.B.13.a) quarterly update and review of departmental goals/assessments - half day retreat

Benchmark 2.B.13.a)1)

Unit Goal 2.B.14. Improve the physical environment, including purchasing and using air purifiers, wireless mice and ergonomic keyboards, and furniture

Unit Goal 2.B.15. Provide confidential meeting space, including conference room

✓ **Unit Goal 2.B.16. Maintain stable staffing pattern**

Unit Assessment Methodology 2.B.16.a) 0% turnover rate within a 2-year cycle for staff

Benchmark 2.B.16.a)1)

Unit Assessment Methodology 2.B.16.b) Number of staff at TTUA for 2 years or more

Benchmark 2.B.16.b)1)

Unit Goal 2.B.17. Promote feedback between employees and directors

Unit Assessment Methodology 2.B.17.a)

Benchmark 2.B.17.a)1)

Unit Goal 2.B.18. Conduct meetings, including weekly supervisory 1:1's, WAM!, monthly Staff Meetings, and project team meetings as appropriate

✓ *Unit Assessment Methodology 2.B.18.a) Number and type of meetings conducted*

Benchmark 2.B.18.a)1)

Unit Goal 2.B.19. Conduct electronic and print media campaigns to promote services and programs, including Seasons of the Semester emails, TechAnnounce, Advance Registration phone and postcard campaigns

Unit Assessment Methodology 2.B.19.a) Number and type of campaigns

Benchmark 2.B.19.a)1)

Unit Goal 2.B.20. Lead the continual improvement of Texas Tech University Advising practices through formal program evaluations.

Unit Assessment Methodology 2.B.20.a) Budget and plan for a formal program evaluation of the TTUA department every three years.

Benchmark 2.B.20.a)1)

Unit Assessment Methodology 2.B.20.b) Establish a respected and valuable process for formal review of advising programs.

Benchmark 2.B.20.b)1)

Unit Assessment Methodology 2.B.20.c) Publish results of formal program reviews.

Unit Assessment Methodology 2.B.20.d) Advocate use of established process for formal review of all TTU advising programs on a five year cycle by the TTU Office of the Provost.

TTU Strategic Priority 3. Expand & Enhance Research & Creative Scholarship

TTU: We will expand our community outreach, promote higher education, and continue to engage in partnerships in order to improve our communities and enrich their quality of life. (Texas Tech invests in Texas and its communities through educational access for children and adults, basic and applied research addressing the most pressing problems of society, and activities and services—bringing the best of TTU's resources to people and communities throughout Texas and the world).

TTUA:

UE Goal 3.A. Provide research and scholar-based initiatives that will enhance students' postsecondary education

Unit Goal 3.A.1. Utilize existing venues/portals to more aggressively communicate opportunities for undergraduate research

- RRO
- Online
- In Advising Appointments
- Assess progress through documentation

Unit Assessment Methodology 3.A.1.a) Connect students to Undergraduate, HHMI, JAMP, UGR ... exploration/exposure

Unit Goal 3.A.2. Identify target audiences for communications on successful transitions to graduate school

Unit Assessment Methodology 3.A.2.a) Protocol Review and Cyclical Expansion ... Integration with Action Plan

UE Goal 3.B. Promote professional development and training opportunities that increases quality research and creative thinking for staff, faculty, and students.

Unit Goal 3.B.1. Identify and promote points of introduction for graduate school exploration

- 3+3, 150 programs.
- Majors/Careers requiring graduate credentials

Unit Goal 3.B.2. Develop and propose graduate student assistantship program in academic advising

Unit Goal 3.B.3. Secure funding to support the program

Unit Goal 3.B.4. Encourage and celebrate publications by Undergraduate Scholars

Unit Assessment Methodology 3.B.4.a) Number of publications

Unit Goal 3.B.5. Co-author publications with graduate assistants in program described above

Unit Assessment Methodology 3.B.5.a) Number of publications

TTU Strategic Priority 4. Further Outreach & Engagement

TTU: We will expand our community outreach, promote higher education, and continue to engage in partnerships in order to improve our communities and enrich their quality of life. (Texas Tech invests in Texas and its communities through educational access for children and adults, basic and applied research addressing the most pressing problems of society, and activities and services—bringing the best of TTU’s resources to people and communities throughout Texas and the world).

TTUA: Provide an academic home and a sense of community for students and their families.

Build and leverage strategic partnerships to better engage, empower, equip, and encourage students, beginning with other TTU resources.

UE Goal 4.A. Provide service learning opportunities to create civic-minded scholars who actively engage in the university and surrounding community.

Unit Goal 4.A.1. Include and Highlight Service Learning in course recommendation progress where appropriate.

Unit Goal 4.A.2. Serve as a student advocate and liaison to Service Learning staff in TLTC

UE Goal 4.B. Develop initiatives and partnerships with external entities to increase community access to higher education.

Unit Goal 4.B.1. Partner with on- and off-campus organizations, including Undergraduate Scholars Program, Upward Bound, Residence Life, Raiders Rojos, South Plains Tech Prep, and Lubbock High School First Generation College Club

Unit Assessment Methodology 4.B.1.a) Number and type of partnerships

TTU Strategic Priority 5. Increase and Maximize Resources

TTU: We will increase funding for scholarships, professorships, and world-class facilities, and maximize those investments through more efficient operations in order to ensure affordability for students and accountability to the State of Texas.

TTUA: Recruit, retain, encourage, equip, and manage an increasingly qualified staff to provide excellent services and creatively improve offerings.

UE Goal 5.A. Seek to increase external funding to increase the quality of student experiences at Texas Tech.

UE Goal 5.B. Facilitate internal and university-wide collaboration to create an environment of maximum utility and stewardship of resources.

Unit Goal 5.B.1. Liaise with Office of Parent Relations to communicate academic matters effectively and consistently with parents of current students.

Unit Assessment Methodology 5.B.1.a) Submit academic content to Parent Relations newsletters

Benchmark 5.B.1.a)1) Content submitted to every newsletter beginning in FY11

Benchmark 5.B.1.a)2) Sub-populations of parents identified and delivered more specifically to parents by target audience/issue.

Unit Assessment Methodology 5.B.1.b) Develop and maintain advising web site content for parents of current students.

Benchmark 5.B.1.b)1) Parent Signup for newsletters included on current site in FY11

Benchmark 5.B.1.b)2) Site redesigned in FY11

Benchmark 5.B.1.b)3) Sub-populations of parents identified and content delivered more specifically by target audience/issue by FY12

Benchmark 5.B.1.b)4) Parent site contributors identified and trained to contribute to blog content by FY11

Unit Goal 5.B.2. Build and maintain a relationship with the Student Counseling Center so as to refer students effectively at the student's point of need.

Unit Assessment Methodology 5.B.2.a) Meet with Student Counseling Center to identify points of opportunity and improvement annually.

Benchmark 5.B.2.a)1) Initial meeting with Student Counseling Center in FY11

Unit Assessment Methodology 5.B.2.b) Track and analyze student referrals and ensure appropriate follow-up action.

Unit Assessment Methodology 5.B.2.c) Exchange relevant literature and content (print and online) as appropriate and necessary.

Benchmark 5.B.2.c)1) Include referral in DISCOVERY! Academic Physical content (print and online) in FY11

Unit Goal 5.B.3. Build and maintain a relationship with the University Career Services so as to refer students effectively at the student's point of need.

Unit Assessment Methodology 5.B.3.a) Meet with University Career Services to identify points of opportunity and improvement annually.

Benchmark 5.B.3.a)1) Initial meeting with University Career Services in FY11

Unit Assessment Methodology 5.B.3.b) Track and analyze student referrals and ensure appropriate follow-up action.

Unit Assessment Methodology 5.B.3.c) Exchange relevant literature and content (print and online) as appropriate and necessary.

Benchmark 5.B.3.c)1) Include referral in DISCOVERY! Academic Physical content (print and online) in FY11

Unit Goal 5.B.4. Build and maintain a relationship with the Programs for Academic Student Success so as to refer students effectively at the student's point of need.

Unit Assessment Methodology 5.B.4.a) Meet with Programs for Academic Student Success to identify points of opportunity and improvement annually.

Benchmark 5.B.4.a)1) Initial meeting with Programs for Academic Student Success in FY11

Unit Assessment Methodology 5.B.4.b) Track and analyze student referrals and ensure appropriate follow-up action.

Unit Assessment Methodology 5.B.4.c) Exchange relevant literature and content (print and online) as appropriate and necessary.

Benchmark 5.B.4.c)1) Include referral in DISCOVERY! Academic Physical content (print and online) in FY11

Unit Goal 5.B.5. Build and maintain a relationship with the Colleges' and Departments' Advising Offices so as to serve and refer students effectively at the student's point of need.

Unit Assessment Methodology 5.B.5.a) Meet with the advising offices of each College (and Department as appropriate) to identify points of opportunity and improvement annually.

- Benchmark 5.B.5.a)1) Initial meeting with Business Administration Advisors in FY11
- Benchmark 5.B.5.a)2) Initial meeting with Arts & Sciences Advisors in FY11
- Benchmark 5.B.5.a)3) Initial meeting with Human Sciences Advisors in FY11
- Benchmark 5.B.5.a)4) Initial meeting with Mass Communication Advisors in FY11
- Benchmark 5.B.5.a)5) Initial meeting with Architecture Advisors in FY11
- Benchmark 5.B.5.a)6) Initial Meeting with Education Advisors in FY11
- Benchmark 5.B.5.a)7) Initial Meeting with Engineering Advisors in FY11
- Benchmark 5.B.5.a)8) Initial meeting with Visual & Performing Arts Advisors in FY11
- Benchmark 5.B.5.a)9) Initial meeting with Outreach and Distance Education Advisors in FY11
- Benchmark 5.B.5.a)10) Initial meeting with Agricultural Sciences and Natural Resources Advisors in FY11

Unit Assessment Methodology 5.B.5.b) Track and analyze student referrals and ensure appropriate follow-up action.

- Benchmark 5.B.5.b)1) Update all university advisor contact information prior to Red Raider Orientation in January, April, May, and June.

Unit Assessment Methodology 5.B.5.c) Exchange relevant literature and content (print and online) as appropriate and necessary.

Unit Assessment Methodology 5.B.5.d) Gain input on development of web content and other technology resources that the University Advising Center can provide that would benefit the entire university advising community.

- Benchmark 5.B.5.d)1) Design and Pilot Web Content Survey in FY11
- Benchmark 5.B.5.d)2) Deploy Web Content/Technology Survey in FY12
- Benchmark 5.B.5.d)3) Publish findings online and in quarterly TTU Advisors newsletter

Unit Assessment Methodology 5.B.5.e) Publish quarterly TTU Advisors newsletter

- Benchmark 5.B.5.e)1) Design Newsletter in FY11
- Benchmark 5.B.5.e)2) Gain input on standing columns, seasonal columns, and feature articles from all TTU advisors beginning in FY11
- Benchmark 5.B.5.e)3) Identify advisory board and secure standing columns from contributors in FY11

Benchmark 5.B.5.e)4) Develop online version of newsletter content to be included in TTU Advisors website in FY12

Unit Assessment Methodology 5.B.5.f) Actively participate in the TTU RUMP Group

Unit Assessment Methodology 5.B.5.g) Coordinate Red Raider Orientation for the College of Arts & Sciences

Benchmark 5.B.5.g)1) FY12: Advising Guides and Logistics Coordination and Parents Meeting

Benchmark 5.B.5.g)2) FY13: Retreat for CAS Advisors with Protocols and Learning Objectives

Benchmark 5.B.5.g)3) FY14: Assess RRO learning objectives for CAS advising

Unit Goal 5.B.6. Build and maintain a relationship with the Programs for First Year Raider Experience and First Year Success Programs so as to refer students effectively at the student's point of need.

Unit Assessment Methodology 5.B.6.a) Meet with First Year Raider Experience and First Year Success programs to identify points of opportunity and improvement annually.

Benchmark 5.B.6.a)1) Establish role as a stakeholder in the First Year Success program in FY11

Benchmark 5.B.6.a)2) Initial meeting with First Year Raider Experience in FY11

Unit Assessment Methodology 5.B.6.b) Track and analyze student referrals and ensure appropriate follow-up action.

Unit Assessment Methodology 5.B.6.c) Exchange relevant literature and content (print and online) as appropriate and necessary.

Unit Assessment Methodology 5.B.6.d) Design and procure advertisements for academic (specifically advising) related content in appropriate FYRE and FYS venues

Benchmark 5.B.6.d)1) Create and purchase ads in FYRE Student Planners in FY11

Benchmark 5.B.6.d)2) Procure and maintain a bulletin board space with current content in the freshman residence halls in FY11

Unit Goal 5.B.7. Advisors will exchange information and ideas by networking with advising colleagues

Unit Assessment Methodology 5.B.7.a) Number of outbound referrals made

Unit Assessment Methodology 5.B.7.b) Number of outbound referrals completed

Unit Assessment Methodology 5.B.7.c) Advising Center advisor participation in a variety of organizations and networking opportunities with advising colleagues.

Benchmark 5.B.7.c)1) Identification of existing opportunities for networking and social interaction in FY11.

Benchmark 5.B.7.c)2) Assessing needs and planning appropriately to create adequate opportunities for networking and social interaction with advising colleagues in FY11.

Unit Assessment Methodology 5.B.7.d) Advising Colleague participation in networking events provided

Unit Assessment Methodology 5.B.7.e) Advisor use of Advising Web site

Unit Assessment Methodology 5.B.7.f) Continual development of advising knowledge base with source information cited.

Benchmark 5.B.7.f)1) Knowledgebase created and deployed in FY11

Benchmark 5.B.7.f)2) Advising Center staff trained to use knowledgebase in FY11

Benchmark 5.B.7.f)3) System improved to facilitate use beyond Advising Center Staff in FY12

Benchmark 5.B.7.f)4) Knowledgebase system piloted beyond Advising Center staff in FY12

Benchmark 5.B.7.f)5) Knowledgebase system deployed throughout TTU in FY11

Benchmark 5.B.7.f)6) Process documented and article submitted for publication in FY12

Benchmark 5.B.7.f)7) Knowledgebase system piloted to TTU System advisors in FY12

Unit Goal 5.B.8. Provide input to Institutional Research and Information Management on valuable reports and assessments for advisors and advising programs throughout TTU.

Unit Assessment Methodology 5.B.8.a) Survey advisors annually on IRIM reports used for advising purposes, beginning in FY11

Unit Goal 5.B.9. Report weekly to Director on budget status

Unit Assessment Methodology 5.B.9.a) Ratio of monthly budget updates:budgets

Unit Assessment Methodology 5.B.9.b) Ratio of weekly budget status report to director:work weeks

Unit Goal 5.B.10. Pay invoices within 5 business days

Unit Assessment Methodology 5.B.10.a) Ratio of invoices paid within 5 business days:total number of invoices

Unit Goal 5.B.11. Reconcile TTU ledgers and TTUA ledgers on monthly basis within 5 business days of issuance of ledgers

Unit Assessment Methodology 5.B.11.a) Ratio of TTUA ledgers reconciled with TTU ledgers within 5 business days:months

Unit Goal 5.B.12. Reconcile TTUA side of account errors within 5 business days of receiving notice

Unit Assessment Methodology 5.B.12.a) Ratio of TTUA-side account errors reconciled within 5 business days:number of account errors

Unit Goal 5.B.13. Secure supervisor approval for spending before spending occurs

Unit Assessment Methodology 5.B.13.a) Ratio of supervisor approvals:expenditures

Unit Goal 5.B.14. Submit travel- and procurement-related receipts within 3 business days of expenditure

Unit Goal 5.B.15. Create protocols, including travel, program spending, and accounts payable/receivable

Unit Assessment Methodology 5.B.15.a) Ratio of protocols needed:protocols created

Unit Goal 5.B.16. Use correct budget and code for spending

Unit Goal 5.B.17. Eliminate account overdraft notifications

Unit Assessment Methodology 5.B.17.a) Number of account overdrafts

Unit Goal 5.B.18. Consult with senior administrative staff

Unit Goal 5.B.19. Consult with architects and facilities management experts

Unit Assessment Methodology 5.B.19.a) Ratio of consultations to projects completed

Unit Goal 5.B.20. Submit proposals for expansion to provide appropriate square footage for services to students, including floor plans

Unit Assessment Methodology 5.B.20.a) Ratio of proposals submitted to projects completed

✔ Unit Goal 5.B.21. Contribute to an overall increase in the use of classrooms by 2 hours each week by holding program meetings and instructional workshops in reserved classrooms

Unit Assessment Methodology 5.B.21.a) Sum of classroom utilization hours by program

Unit Goal 5.B.22. Apply for local, state, and federal grants as appropriate per direction given by TTU Office of Institutional Development

Unit Assessment Methodology 5.B.22.a) Number of dollars secured per program

Unit Assessment Methodology 5.B.22.b) Percentage of each program funded by grant monies

Unit Goal 5.B.23. Write special initiative proposals to secure additional funding beyond the approved budget, including from Division of Academic Operations & Services and TTU

Unit Assessment Methodology 5.B.23.a) Number of dollars gained to complete special initiatives

Unit Assessment Methodology 5.B.23.b) Percentage of each special initiative budget funded by approved monies (outside of approved departmental and program budgets)

Unit Goal 5.B.24. Utilize quarterly assessments of expenditures, staffing levels, and growth projections to knowledgeably update and/or submit requests for personnel, operating capital, technology, and necessary real estate

Unit Assessment Methodology 5.B.24.a) Expenditures analyzed and reported on a quarterly basis by program, initiative, and purchase type

Unit Assessment Methodology 5.B.24.b) Staffing levels analyzed and reported on a quarterly basis

Unit Assessment Methodology 5.B.24.c) Student progress analyzed and reported on a quarterly basis

Unit Assessment Methodology 5.B.24.d) Technology (software & hardware) analyzed and reported on a quarterly basis

Unit Assessment Methodology 5.B.24.e) Real estate (office space) analyzed and reported on a quarterly basis

Unit Goal 5.B.25. Partner with Texas Tech IT resources to provide training for staff

Unit Goal 5.B.26. Assess AXIS functionality and develop improvements as appropriate

Unit Assessment Methodology 5.B.26.a) Improved ratings on user feedback as functionality is improved

Unit Goal 5.B.27. Utilize the web site to make advising materials more accessible

Unit Assessment Methodology 5.B.27.a) Number of materials posted on web site

Unit Goal 5.B.28. Require 100% use of AXIS for academic advising file system

Unit Assessment Methodology 5.B.28.a) FY13: Provide desktop scanners for all advisors

Unit Goal 5.B.29. Organize information technology media.

- Organize according to industry standard
- Develop naming and organization standard for files, reports, and software
- Centralize control of software resources
- Catalogue software disks, including MS Office and MS Project
 - Percentage of media organized and cataloged
- Obtain auditing/security logging of TechShare

Unit Goal 5.B.30. Cross-train all departmental advisors to effectively utilize mobile technology for out-of-office events, as appropriate.

Unit Assessment Methodology 5.B.30.a) Percentage of advisors cross-trained

Unit Goal 5.B.31. Provide and maintain current hardware and software resources

Unit Assessment Methodology 5.B.31.a) Annual decrease in lifecycle of hardware to a maximum age of four years.

Unit Assessment Methodology 5.B.31.b) Annual increase in percentage of software packages deployed at the latest (most current) version

Unit Goal 5.B.32. Secure Advising Resources: Annual strategic assessments for advising completed by October 1 of the subsequent academic year.

Unit Assessment Methodology 5.B.32.a) # of Days Ahead (+) or Behind (-) Timeline

Unit Goal 5.B.33. Secure Advising Resources: Annual strategic planning revisions for advising completed by January prior to the effective academic year

Unit Assessment Methodology 5.B.33.a) # of Days Ahead (+) or Behind (-) Timeline

Unit Goal 5.B.34. Secure Advising Resources: Proposed advising/training/staffing planning calendar submitted to department Director by December 15 each year.

Unit Assessment Methodology 5.B.34.a) # of Days Ahead (+) or Behind (-) Timeline

Unit Goal 5.B.35. Secure Advising Resources: Proposed departmental budget submitted to department Director by January 1 each year.

Unit Assessment Methodology 5.B.35.a) # of Days Ahead (+) or Behind (-) Timeline

Unit Goal 5.B.36. Secure Advising Resources: Revised advising/training/staffing planning calendar and final departmental budget proposal submitted to Division by February 1 each year.

Unit Assessment Methodology 5.B.36.a) # of Days Ahead (+) or Behind (-) Timeline

Unit Goal 5.B.37. Secure Program Resources: Annual strategic assessments for programs completed by October 1 of the subsequent academic year.

Unit Assessment Methodology 5.B.37.a) # of Days Ahead (+) or Behind (-) Timeline

Unit Goal 5.B.38. Secure Program Resources: Annual strategic planning revisions for programs completed by January prior to the effective academic year

Unit Assessment Methodology 5.B.38.a) # of Days Ahead (+) or Behind (-) Timeline

Unit Goal 5.B.39. Secure Program Resources: Proposed program calendars submitted to department Director by December 15 each year.

Unit Assessment Methodology 5.B.39.a) # of Days Ahead (+) or Behind (-) Timeline

Unit Goal 5.B.40. Secure Program Resources: Proposed program budgets submitted to department Director by January 1 each year.

Unit Assessment Methodology 5.B.40.a) # of Days Ahead (+) or Behind (-) Timeline

Unit Goal 5.B.41. Secure Program Resources: Revised program calendars and final program budget proposals submitted to Division by February 1 each year.

Unit Assessment Methodology 5.B.41.a) # of Days Ahead (+) or Behind (-) Timeline