

ADVISING CENTER AT TEXAS (ACTT) STRATEGIC PLAN 2005-2006

MISSION STATEMENT

The Advising Center at Texas Tech (ACTT) provides retention-based academic advising in a nurturing environment that supports diverse populations of undergraduate students through a variety of college transitions.

VISION STATEMENT

The Advising Center at Texas Tech (ACTT) will be a national and institutional leader in retention-based academic advising, aspiring to the highest standards in:

- Academic Advising
- Academic Support Services
- Scheduling
- Outreach
- Research
- Technological Applications

The Advising Center at Texas Tech (ACTT) Values

- Academic Advising
- Service
- Access
- Diversity
- Community
- Outreach
- Research
- Technology

GOALS, CRITICAL SUCCESS FACTORS, and OBJECTIVES

Goal 1. Advising Services: Improve existing retention-based advising system.

Critical Success Factors

- Student:advisor ratio of 250:1 for assigned caseload of ASUD and PLAW students
- Student:advisor ratio of 50:1 for probation/suspension students
- 1 face-to-face advising session/currently enrolled student during each New Student Orientation and during first 10 weeks of each long semester
- 1 advising session:currently enrolled student during Advance Registration whether face-to-face, by phone, or by email
- 1:1 ratio for advising protocols:advising protocols used
- 1:1 ratio advising sessions:Quality Assurance Checks (QuACks)
- 80% of assigned caseload advised by the last day of Advance Registration
- 90% of assigned caseload advised by 1 week after the last day of Advance Registration
- 90% of PEGASUS Scholars completing PEGASUS contracts and earning scholarships
- Increase the percentage of PEGASUS students retained from year 1 to year 2
- Increase the number of 1st-year PEGASUS students earning at least a 3.0 GPA
- Increase the number of students participating in the PEGASUS Program

Objectives:

Objective 1.1: Improve existing retention-based advising system.

Strategies:

- Increase the number of full-time Advising staff and Assessment Advising staff to provide role models for diverse student populations
- Update and use protocols for each student population in alignment with advising ratio

- Increase program marketing, participation, and presentations
- Model decision-making process during interactions with students
- Provide workshops pertinent to FGC students
- Make adjustments to programs based on participant evaluations

Assessments:

- Number of students participating in DISCOVERY!, PEGASUS, and TTU Prelaw
- Number of presentations of each program
- Number of student contacts
- Marketing cost per student
- Number of updates to Student Resource Guide on website
- Number of updates to marketing materials and presentations promoting programs
- Number of national advising practices integrated into the programs
- Evaluation of workshops through student completed forms

Objective 1.2: Provide and promote resources for assigned caseload.

Strategies:

- Encourage use of the TTU Referral Sites for Advisors
- Encourage use of the TTU Student Resource Guide
- Encourage active involvement in the DISCOVERY!, PEGASUS and TTU Prelaw Programs
- Make resources available on the ACTT website
- Advise students to use a calendar and plan through daily and semester planning sheets
- Provide resources for Undecided Majors
- Provide resources for the transition from high school to college

- Provide resources for probation and suspension students
- Provide program information via personal contact, brochures, and presentations

Assessments:

- Student:advisor ratio
- Number of hits on the ACTT website
- Number of requests for program information
- Number of DISCOVERY!, PEGASUS and TTU Prelaw program participants
- Number of resources
- Percentage of students retained

Objective 1.3: Provide and promote resources for non-assigned caseloads.

Strategies:

- Present two sessions annually on Franklin-Covey 7 Habits for Highly Effective College Students and increase number of students attending/receiving this resource
- Encourage use of the TTU Referral Sites for Advisors
- Encourage use of the TTU Student Resource Guide
- Encourage active involvement in the First Time in College (FTC), DISCOVERY!, PEGASUS, and TTU Prelaw Program
- Provide resources for the transition from high school to college
- Provide resources for probation and suspension students
- Provide resources to transfer feeder schools
- Provide resources to students from Visitors Center

Assessments:

- Number of Visitors Center appointments
- Number of DISCOVERY!, PEGASUS and TTU Prelaw program participants

- Number of resources

Goal 2. University Advising Center: Serve as The University Advising Center and an Information Resource to the University Community.

Critical Success Factors

- 1:1 ratio of New Student Orientations for the College of Arts and Sciences: NSOs coordinated by ACTT
- 1:1 ratio of Seats Available Projection reports: requests
- 1 update to curriculum for advisor training

Objectives:

Objective 2.1: Serve as the Advising Coordinator for the University.

Strategies:

- Coordinate New Student Orientation for the College of Arts & Sciences
- Recommend student enrollment in IS 1100, Freshman Seminar
- Provide advisor training according to charge from the university
- Update a directory of all TTU undergraduate academic advisors
- Update a global distribution list of all TTU undergraduate academic advisors
- Provide report projecting class space needs for Core Curriculum classes according to charge from the Office of the Provost
- Provide updated resource list for advisors

Assessments:

- Number of New Student Orientations
- Number of Seats Available Projection reports
- Number of advisor training workshops
- Number of advisors trained

- Number of training requests
- Number of updates

Objective 2.2: Serve as the University Advising Center and information resource.

Strategies:

- Provide accurate core curriculum information on all academic majors
- Advise the student or parent regardless of major
- Prioritize major exploration process over simply selecting a major
- Strengthen networks and partnerships with other TTU advising offices
- Provide an updated resource list for students
- Provide general campus information as requested

Assessments:

- Number of non-ACTT students advised
- Number of updates to resource list for students
- Number of general information requests

Objective 2.3: Provide an impartial framework for students when selecting academic majors.

Strategies:

- Teach students a decision-making process, including the Ladder of Inference
- Assist students to apply a holistic approach when considering academic majors
- Facilitate translation of individual screening results into academic major choice(s), including DISCOVERY! Academic Major and Career Catalyst Program
- Direct students to explore academic options
- Guide students to make informed decisions on academic major

Assessments:

- Number of DISCOVERY! participants

- Number of non-ACTT students advised

Goal 3. Engagement: Provide academic advising outreach to Texas Tech, Lubbock communities, the state, and region.

Critical Success Factors

- 50 PEGASUS presentations annually
- 25 TTU Prelaw Program presentations annually
- 30 DISCOVERY! presentations annually
- 30 PEGASUS campaigns annually
- 22 DISCOVERY! campaigns annually
- 15 TTU Prelaw Program campaigns annually
- 1:1 ratio of presentation proposals submitted:accepted

Objectives:

Objective 3.1: Provide presentations for high school and community college counselors.

Strategies:

- Coordinate presentations with TTU Office of Admissions
- Participate in Summer Showcase
- Provide information to the TTU Office of Admissions
- Solicit requests for presentations

Assessments:

- Number and type of participants
- Number and type of requests for presentations
- Number and type of presentations

Objective 3.2: Conduct DISCOVERY!, PEGASUS, and Prelaw outreach.

Strategies:

- Identify target audiences
- Maintain contact lists
- Conduct electronic and print media campaigns to promote services and programs
- Provide informational meetings and presentations

Assessments:

- Number of target audiences
- Number and type of campaigns
- Number and type of meetings and presentations
- Number and type of contacts
- Number of print and electronic documents

Objective 3.3: Present at professional conferences.**Strategies:**

- Submit proposals
- Create presentations
- Create materials

Assessments:

- Ratio of proposals submitted:accepted
- Number of staff presenting
- Number of participants

Goal 4. Program Enhancement and Accountability: Research and report on undergraduate advising and integrate findings.**Critical Success Factors**

- 1:1 ratio of research plans:ACTT student populations

- 1:1 ratio of reports requested:reports produced on or before deadlines
- 1:1 ratio of reports produced:report protocols

Objectives:

Objective 4.1: Investigate and report best advising practices.

Strategies:

- Conduct literature review, including web based and print media
- Attend national, regional, and/or state conferences
- Subscribe to appropriate distribution lists, specifically NACADA Commissions and Interest Groups
- Assess how the current best practices could be applied to ACTT
- Present information collected on best advising practices to ACTT advising staff each semester

Assessments:

- Number of publications reviewed
- Number of best practices assessed
- Number of best practices presented
- Number of conferences attended
- Number of staff represented

Objective 4.2: Conduct and report internal research.

Strategies:

- Identify key research areas related to ACTT student populations
- Create a written research plan for ACTT populations, including reporting calendar
- Internal research as standing agenda item in meetings, including weekly 1:1s and WAM!
- Conduct research on assigned caseload

- Conduct research on non-assigned caseload
- Track the number and nature of contacts
- Report research findings

Assessments:

- Number, type, and frequency of reports
- Number of research plans

Goal 5. Academic Enrichment: Provide an academic home and a sense of community.

Critical Success Factors

- 1 student survey process completed
- 100% of staff attending cultural/diversity sensitivity training

Objectives:

Objective 5.1: Provide an academic home.

Strategies:

- Conduct a student survey
- Implement selected student recommendations
- Purchase and display decorations
- Provide annual cultural/diversity sensitivity training for ACTT staff

Assessments:

- Student Survey results
- Number and type of decorations
- Percentage of staff trained

Objective 5.2: Foster a sense of community.

Strategies:

- Provide cognitively stimulating manipulatives
- Provide ACTT Student Computer Lab
- Provide educational literature library
- Provide inclusive holiday decorations

Assessments:

- Number of manipulatives
- Number of computers
- Number of students using computers

Objective 5.3: Expand square footage of facilities.

Strategies:

- Consult with senior administrative staff
- Consult with architects and facilities management experts
- Submit proposals including floor plans for expanding square footage

Assessment:

- Number of proposals submitted

Goal 6. Human Resources and Infrastructure: Recruit and retain a qualified staff and provide a supportive work environment.

Critical Success Factors

- 100% of staff meet or exceed expectations as reported by annual performance evaluations
- 1:1 ratio of information technology trainings completed:number of staff
- 1:1 ratio of Quality Service and Professional Development trainings completed:number of staff
- 3 group trainings annually for ACTT staff
- 0% turnover rate within a 2-year cycle for ACTT staff positions

Objectives:

Objective 6.1: Increase number and quality of ACTT staff.

Strategies:

- Identify, recruit and hire staff members to reflect state demographics
- Seek additional funding to create new positions
- Award merit pay increases to motivate quality of staff performance as allowed by funding
- Evaluate staff performance

Assessments:

- Number of position advertisements in media directed at underrepresented populations
- Amount of funding acquired for new positions
- Number of new positions created
- Ratings from performance evaluations

Objective 6.2: Require professional development.

Strategies:

- Support staff members to take academic courses to earn a degree or for professional development
- Require a minimum of one information technology training per year
- Require a minimum of one Quality Service and Professional Development workshop per year
- Require attendance at a minimum of one professional conference per year as allowed by funding
- Require advisors to submit proposals to and present at the local, state, and national levels every other year as allowed by funding
- Provide training for staff

Assessments:

- Number of identified areas for improvement listed on annual performance review completed

- Number of information technology trainings completed per year
- Number of Quality Service and Professional Development workshops completed per year
- Number of professional conferences attended per year
- Number of ACTT provided trainings
- Number of staff enrolled in academic courses to earn degrees
- Ratio of proposals submitted:presentations

Objective 6.3: Improve supportive work environment.

Strategies:

- Promote feedback between employees and directors
- Implement selected recommendations from ACTT Desired Results Survey
- Evaluate and adjust job descriptions to ensure balanced workload during performance evaluation review process
- Encourage staff longevity
- Provide opportunities for Modified Work Schedules
- Increase the number of social activities among staff
- Improve the physical environment, including purchasing and using air purifiers, wireless mice and ergonomic keyboards, and furniture
- Provide confidential meeting space, including conference room

Assessments:

- 40-hour work week for all positions
- Number of staff at ACTT for 2 years or more
- Number of social activities among staff
- Number of Desired Results Survey recommendations implemented

Objective 6.4: Conduct Program Development.

Strategies:

- Train staff on intentional program development

- Evaluate programs for areas of opportunity
- Implement best practices research recommendations
- Create program literature to document, inform, and promote
- Update program itemized budgets and make accessible as appropriate, including ACTT Operating, DISCOVERY!, PEGASUS, and TTU Prelaw Program

Assessments:

- Number of staff trained
- Number of best practices implemented
- Number of pieces of literature created
- Ratio of monthly budget updates:budgets

Goal 7. Technology: Maximize electronic applications and hardware.

Critical Success Factors

- Track use of ACTT online resources by reporting hits to website
- Increase the number of reports available via AXIS

Objectives:

Objective 7.1: Increase staff utilization of technology.

Strategies:

- Utilize the website to make advising materials more accessible
- Increase use of planning software
- Increase functionality of AXIS and Plug-ins
- Increase use of hardware
- Establish procedure and complete Imaging Project 2006

Assessments:

- Number of materials posted on website

- Percentage of Imaging Project 2006 completed

Objective 7.2: Encourage student use of technology.

Strategies:

- Promote technology as an official means of communication
- Encourage use of TTU email address
- Update Schedule Approval Website (SAW)
- Upgrade hardware at ACTT Student Computer Lab

Assessments:

- Number of SAW submissions
- Number of upgrades to Student Computer Lab
- Number of students using Student Computer Lab
- Number of email contacts documented in AXIS

Objective 7.3: Improve and expand ACTT website.

Strategies:

- Update ACTT Website to match new TTU template as well as new program information
- Update Student Resource Guide
- Update Advisor Referral Site List
- Develop a formula to track unique student usage of ACTT website
- Develop website as primary source for advising information and communication between advisors, students, and families
- Post Advisors' Training Manual
- Develop Advisor Website
- Host threaded discussion forum on academic advising, First Generation College, and First Year Experience issues
- Create standardized development procedures, including schedule for updates

Assessments:

- Number and type of updates
- Number of unique hits

Goal 8. Financial Accountability: Provide services and programs based on available resources.**Critical Success Factors**

- 1:1 ratio of weekly budget status report to Director:work weeks
- 1:1 ratio of invoices paid within 5 business days:total number of invoices
- 1:1 ratio of ACTT ledgers reconciled with TTU ledgers within 5 business days:months
- 1:1 ratio of ACTT-side account errors reconciled within 5 business days:number of account errors
- 1:1 ratio of supervisor approvals:expenditures
- 0 account overdrafts

Objectives:***Objective 8.1: Manage budgets effectively.*****Strategies:**

- Report weekly to Director on budget status
- Pay invoices within 5 business days
- Reconcile TTU ledgers and ACTT ledgers on monthly basis within 5 business days of issuance of ledgers
- Reconcile ACTT side of account errors within 5 business days of receiving notice
- Secure supervisor approval for spending before spending occurs
- Submit travel- and procurement-related receipts within 3 business days of expenditure

- Create protocols, including travel, program spending, and accounts payable/receivable
- Use correct budget and code for spending
- Eliminate account overdraft notifications

Assessments:

- Ratio of weekly budget status report to director:work weeks
- Ratio of invoices paid within 5 business days:total number of invoices
- Ratio of ACTT ledgers reconciled with TTU ledgers within 5 business days:months
- Ratio of ACTT-side account errors reconciled within 5 business days:number of account errors
- Ratio of protocols needed:protocols created
- Ratio of supervisor approvals:expenditures
- Number of account overdrafts

Objective 8.2: Seek additional funding for services and programs.

Strategies:

- Apply for local, state, and federal grants
- Write proposals for additional funding, including from Division of Enrollment Management and TTU
- Write proposals for grant partnerships on and off campus
- Work with TTU Development
- Collaborate with university staff to provide services and programs

Assessments:

- Number of proposals written
- Number of non-ACTT staff hours contributed

