

**ANNUAL ASSESSMENT REPORT
AND
STRATEGIC PLANNING UPDATE
Year: 2004**

Area or Unit Name: ADVISING CENTER AT TEXAS TECH

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Section 1. Goals and Accomplishments

Goal 1: Access and Diversity: Create and implement a retention-based advising system.

- Annual student:advisor ratio for undecided, undeclared, and uncertain students decreased by 30.56% compared to FY03 ratio
- Annual student:advisor ratio for undecided, undeclared, and uncertain students decreased by 61.4% since FY02 (11.4% ahead of schedule)
- 51% increase in the financial support of FGC students during their first-year
- Increased percentage of students advised during Advance Registration period by 11.7% over FY03
- Recipient of \$47,830 in grant funding from Texas Higher Education Coordinating Board
- Recipient of \$17,200 grant from South Plains WorkSource
- PEGASUS Scholarship students were retained at a rate of 5.7% greater than the at-large population of FGC students

Goal 2: Institutional Advancement and Accountability: Research the impact of undergraduate advising and integrate results.

- Coordinated 2 professional development meetings for all TTU advisors focusing on TTU's updated perspective on the Family Education Rights & Privacy Act (FERPA)
- Coordinated 2 meetings for campus advisors to learn about the INGOT program
- Provided Office of the Provost with Seats Available list and bottom-line analysis for use as basis to determine additional allocation of budget resources

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

- Collaboration of FGC Mentors with Upward Bound students contributed to the second highest cumulative GPA in the program's history
- Provided 67 minority youth (ages 5-16) with mentoring services
- 1013 FGC students contacted prior to New Student Orientation
- Provided weekly (5) TechAnnouncements (29,800+ students) to all TTU students concerning academic advising timetable for spring 2004 advance registration during March and April
- Provided 2 TechAnnouncements to all TTU faculty/staff requesting to alert students to timeframes for March/April advance registration academic advising
- Provided 1,750 students with Student Advising Guide during summer NSO

Goal 4: Human Resources and Infrastructure: Maintain a qualified staff and supportive work environment.

- 2 impromptu presentations given at national conferences at request of attendee
- 4 professional presentations given at regional and national level

Goal 5: Technology: Maximize electronic applications for advising.

- Developed web-based NSO appointment system
- Developed 2 web-based NSO learning outcome evaluation tools

Goal 6: Tradition and Pride: Provide an Academic Home for assigned populations.

- Provided 6 confidential academic advising spaces

Section 2. Universal Quantitative Data

There are no Universal Quantitative Data for this area/unit.

ADVISING CENTER AT TEXAS TECH

Area/Unit Specific Information

Section 3a. Quantitative Information

There is No Area Specific Data in Calendar Year Section.

There is No Area Specific Data in Fall Section.

Fiscal Year	1998-1999	1999-2000	2000-2001	2001-2002	2002-2003	2003-2004
Access & Diversity						
Student:Advisor Ratios						
1:250 for Undecided, Undeclared, & Uncertain students				1:750	1:635	443:1
1:100 for At Risk students				1:100	1:258	211:1
% Decreased Student Advisor Ratio					6.27	
Staff						
2 In-take Assessment staff at reception desk				1.5	1	1
Assign advising caseloads alpha by student last name –not to exceed 40%/advisor				33.33	31.25	25.04
Students						
1:1 ratio for advising population: Retention Protocol				6:6	6:6	6:6
3 face-to-face Student/Advisor Contacts/annually				3	3	1
500 students will Use Resource List				1,023	n/a stats down	
500 students will use DISCOVERY!				3000+	n/a stats down	
1:1 ratio for Advising Protocols:Implementation of protocols				5:5	5:5	5:5
% of students advised by last day of Advance Registration				68	68	79.7
% of students advised by 1 week after last day of Advance Registration					75	80
%of increase in PEGASUS students retention					11	5.7
# of PEGASUS students earning a 4.0 GPA					2	4
# of PEGASUS students earning a 3.8 GPA					2	12
# of students Compass for Campus time/event management program workshop present to				4	43	73
# of PEGASUS students presented with \$500 stipend				2	20	54
# of student contacts				35,796	44,703	191,122
% of increase in contacts					19.93	330.42
Advancement/Accountability						
Research/Results						
1:1 ratio for Annual/Quarterly Reports requested:reports produced				17:17	40:40	32:32
3 meetings annually with TTU participants in Advising Retention Research Project				3	delete	N/A
1 annual meeting w/UT-Arlington participants in First Year Research project				2	delete	N/A
1 annual meeting w/ Dr. Mike Stratil (author of CSI) concerning Advising Retention Research Project				3	delete	N/A
1 meeting annually w/Noel-Levitz representative concerning CSI				1	2	N/A
1 meeting annually w/TTU depts. involved in promoting undergraduate research opportunities				3	2	N/A
1:1 ratio of annual reports by ACTT including report parameters, deadlines, & data resources				7	11	N/A
Engagement						
Outreach						
Links w/high school counselors,						

families; 2-yr. col. advisors; community minority organizations 3 newsletters annually @ acad. advising to community members Present at 4 conferences Make 3 presentations annually at Parent Associations 3 presentations annually to secondary schools &/or 2-yr. colleges # presentation made to FGC students, parents and families as part of Closing the Gaps initiative				12	53	2,744
				0	0	5
				6	4	7
				0	0	0
				1	0	9
					23	44

Human Resources

Training 3 updates annually to advisor training 1:1 ratio for staff needing professional development:staff receiving prof. devel. 2 trainings annually for supervisors & staff from Quality Service 1 training annually on communication &/or perform. evaluations for staff				10	3	2
				9:9	10:10	10:10
				4	2	4
				3	8	4

Staff 0% turnover rate in 2-yr. period for all staff positions 1:1 ratio admin. staff need training on perform. evaluations:admin. staff receiving training 40/hr work week for exempt employees & accomplishing tasks/serving student caseloads 1:1 ratio of staff:perf. evaluation completion at 6 month and annual intervals Additional Advising Staff hired				56	60	76
				2:2	0:0	5:5
				55	43	44
				9:9	10:10	10:9
					1.5	N/A

Technology

Improve/Expand Improve/expand website capabilities to increase use by students & advisors (by # of hits) Decrease number of student hard-copy files (paper files) to zero 1:1 ratio for staff:PDA's Increase # of reports available via AXIS				141,627	Yes	N/A
				293	0	N/A
				5:5	6:4	6:2
				12	Yes	4

Tradition & Pride

Academic Home 1:1 ratio for elements to make academic home for ASUDs:elements provided at ACTT 1:1 ratio of confidential advising spaces:# of advising spaces in ACTT 1:1 ratio of items making office atmosphere non-intimidating to 1st-yr students:elements @ ACTT 1:1 ratio of wall art obtained and displayed representative of 5 cultures				5:4	1:1	1:1
				9:0	1:10	7:10
				20:17	1:1	1:1
				5:5	5:5	5:5

Section 3b. Qualitative Information.

- GOAL 1: Access and Diversity: Create and implement a retention-based advising system.
- The student:advisor ratio for undecided, uncertain, undeclared, and prelaw students decreased by 30.45% compared to FY03. ACTT needed to decrease its student:advisor ratio by 500 students in a four year period (ratio was 750:1 in FY02) or 66% to reach its goal of 250:1 by FY06. The target was to be 50% complete by FY04. ACTT has reduced the ratio by 61.4% in two years.
- 443:1 (by 61.4%) in 2 years of the 4 years given to achieve this aim.
- Increased percentage of students advised during Advance Registration period to 79.7% which is an increase of 11.7% over FY03.
- PEGASUS stipend students retained at 4.5% increase over FY03.
- WorkSource/South Plains awarded ACTT/PEGASUS a grant for \$17,200 to continue the FGC Student Peer Mentoring program impacting FGC students and to provide outreach to comply with the State of Texas Closing the Gaps Initiative. PEGASUS was initially awarded \$1600 at the beginning of the academic year 03-04 and was granted an increase of \$1200 in July 2004. The full grant award represents a 9% increase in funding from academic year 02-03, and a total grant award of \$33,200 for years I and II.
- The Texas Higher Education Coordinating Board awarded ACTT/PEGASUS a grant in the amount of \$47,830 to increase programming that positively effects the recruitment and retention of first-year FGC students. The ACTT/PEGASUS was initially awarded \$30,000 in academic year 03-04 and was granted an increase of \$17,830 in July 2004 to be used through December 2004.
- PEGASUS Scholarship students were retained at a rate of 5.7% greater than the at-large population of FGC students. While the percentage differential between Scholarship FGC students and non-scholarship FGC students is smaller than the previous academic year, the retention rates for all FGC students at Texas Tech have increased from year I to year II.
- 4 of 53 PEGASUS scholars earned a 4.0 GPA (note that these are students starting at an average of 107 points less on the SAT than other students at TTU).
- 10 PEGASUS Scholarship students earned a 3.5 GPA or higher during academic year 03-04. (2 students earned a 3.8 GPA; 3 students earned 3.76; 5 students earned a 3.5 GPA) This is an increase of six students over academic year 02-03.
- Compass for Campus time/event management program workshop was presented to 50 PEGASUS stipend students and 23 McNair scholars which is an increase of 30 students (or 69.76%) compared to FY03.
- Increased number of students receiving stipend checks by 34 compared to FY03. The PEGASUS program provided 53 FGC students with scholarships totaling \$19,450. This represents a 51% increase in the financial support of FGC students during their first-year at Texas Tech reducing the need for these academically at-risk students to be over-employed.
- Number of student contacts increased from 44,403 to 191,122. An increase of 330.42% over FY03. 140,155 of the total number of contacts were due to Advance Registration TechAnnouncements sent weekly during the last 2 weeks of October and the first 3 weeks of November to alert the campus community about academic advising. TTU Faculty and staff thanked ACTT for sending the announcements. They requested ACTT continue to do so at each advance registration period.
- Advisors reported an increased awareness by students of advance registration academic advising, thereby increasing the number of their student registering during this time.
- Number of ACTT student contacts increased from 44,403 to 50,967 compared to FY03. This was an increase of 14.78% compared to FY03.
- 80% of undecided, uncertain, undeclared and prelaw students advised by one week after last day of Advance Registration.
- GOAL 2: Institutional Advancement and Accountability: Research the impact of undergraduate advising and integrate results.
- Provided 32 annual/quarterly reports (24 from Associate Director and 8 from PEGASUS coordinator)
- Provided Office of the Provost with Seats Available list and bottom-line analysis for use as basis to determine additional allocation of budget resources needed to accommodate course seats needed by student attending new student orientation
- Provided advisor perspective edits to the Incentives to Graduate-On-Time (INGOT) program at the request of the Office of the Provost
- Coordinated 2 meetings for campus advisors to learn about the INGOT program and to provide advisors, associate deans, department chairs, and faculty an opportunity to voice questions and concerns

- Coordinated 1 meeting of college representatives to discuss GOT contract concerns focusing on how to integrate into the various colleges' advising processes/procedures
- Coordinated 2 professional development meetings for all TTU advisors focusing on TTU's updated perspective on the Family Education Rights & Privacy Act (FERPA) to inform advisors of what information to release and to who, their rights for not releasing any information, how the FERPA contract would be available for students to sign during New Student Orientation, where to send FERPA contract, and where on TechSIS advisors can check to see if students have current contract on file
- GOAL 3: Engagement: Provide academic advising outreach to Texas Tech, Lubbock communities, the state, and the region.
- The PEGASUS Mentor program increased the participation of FGC Juniors and Seniors as peer mentors to 50 students. FGC peer mentors provided approximately 1,910 hours of mentoring and outreach services to FGC students and families at Texas Tech and in the Lubbock county region.
- The PEGASUS Mentor program increased mentoring services to FGC students participating in the summer Upward Bound Bridge program by an additional 2 mentors bringing the ratio to 10 FGC mentors to 28 Upward Bound TRIO program students. The Upward Bound program announced that the collaboration of FGC Mentors with Upward Bound students contributed to the second highest cumulative GPA in the program's history.
- 28 presentations (2 presentations per New Student Orientation) were delivered during June, July, and August of 2004 to entering FGC students, their parents, and their families as part of the State of Texas' Closing the Gaps Initiative. This is an increase of 5 presentations from the same period in 2003.
- 15 First-year transition workshops were provided to First Generation College students and their peers related to academic success, social involvement and personal development within the university experience. Topics included: event management; setting educational and personal goals; utilizing academic success and support services and resources; money management skills; applying for financial aid; increasing involvement in the university community, and team building events.
- The PEGASUS program in coordination with the Office of Admissions and the Lubbock Boys and Girls Club initiated a new outreach program providing mentoring services to approximately 67 predominantly minority youth between the ages of 5 and 16 years. This program also included a one-day college tour and informational session for minority high school students from the Abilene Boys and Girls Club.
- The PEGASUS program initiated a First Generation College student-New Student Orientation calling campaign conducted by the PEGASUS Mentors to prepare FGC students and their families for orientation and to ease their transition to Texas Tech. PEGASUS Mentors contacted approximately 1013 FGC students prior to New Student Orientation and again after the orientation to answer questions posed by the students and their families.
- PEGASUS Mentors also assisted in the orientation process by providing guidance during informational sessions and helping students understand the class registration process.
- 5 of the 9 colleges (colleges of Architecture, Arts and Sciences, Education, Honors, Visual and Performing Arts) on the TTU campus direct their undecided student populations to declare ASUD as their major making ACTT their advising home
- As the University-wide advising center; 140,155 TTU students (not including ACTT advising population) received a TechAnnounce from ACTT alerting them to the need to contact their academic advisor for advance registration advising in March/April advance registration period.
- As the University-wide advising center; all TTU faculty and staff received 2 TechAnnouncements requesting they alert students in their classes/offices/advising populations concerning the need for academic advising prior to registering for summer/fall 2004 courses.
- Awarded funding from College of Arts and Sciences (CAS) to provide 3,150 CAS entering freshmen with a hardcopy version of the CAS Student Advising Guide at New Student Orientation.
- GOAL 4: Human Resources and Infrastructure: Maintain a qualified staff and supportive work environment.
- Advisor training materials were updated 2 times, once in the fall and once in the spring. Normally the training would also be updated in summer for part-time temporary orientation schedulers, but this year ACTT chose a student mentoring program instead. Thus, a training was created for student mentors focusing on scheduling times and how to utilize TechSIS Web for students vs. academic advisors focusing on appropriate course selection, meeting prerequisites, and other advising issues.
- Ratio of staff:annual/6month performance evaluations completed is 10:9 due to the fact that we hired a staff member in July, but that staff member was employed for only 6 weeks during FY04
- 2 of 2 proposals submitted for the October 2003 National Academic Advising Association (NACADA) were accepted for presentation in Dallas, Texas (the national conference averages over 2000 members in attendance)

- 2 of 2 proposals submitted for the May, 2004 Region 7 National Academic Advising Association (NACADA) were accepted for presentation in Kansas City, KS
- 1 impromptu presentation of AXIS and SAW was given at the NACADA Administrators Institute in St. Pete's Beach, FL at the request of attendees
- 1 impromptu presentation of AXIS and SAW was given at the NACADA Region 7 conference in Kansas City, KS at the request of attendees
- Ensured staff attended 4 trainings on communicating with students including The Success Center, Student Counseling Center, CAS fall and spring semester depts. advisors meeting
- GOAL 5: Technology: Maximize electronic applications for advising.
- 4 colleges are now 3 eagerly awaiting the opportunity to implement the AXIS electronic student file record system, this is an increase of 1 college (Engineering) compared to FY03 (Human Sciences, Visual & Performing Arts, Education, Engineering). All four are ready to immediately implement the program, just need TTU approval
- Implementation of the Schedule Approval Website (SAW); an online step-by-step process to assist students in the applied critical thinking and decision-making process to become better self-advisors, to assist students to identify course selections and the reasons behind the selections, to reduce student waiting lines enabling web-based advising while providing advisors the opportunity to still connect with their students
- Also, to enable advisors to approve more schedules in less time, and to provide documentation of advising session; was successful and believed to have greatly contributed to the increased number of students advised during Advance Registration
- Developed (April/May 2004) and implemented (summer 2004) an Orientation Plug-in to AXIS to allow better tracking of student appointments for new student orientation, to allow for better tracking of ORNT quality assurance checks on academic advising, and to decrease the number of staff hours associated with tracking ORNT data
- Developed web-based learning outcome evaluation tools to allow for better surveying of student needs and implementation of improvements to NSO process
- Increased the number of reports available on AXIS by 4 for the ORNT Plug-in (list of appointments made, list of quality assurance files, list of problem files, list of appointments for DISCOVERY! program in the fall)
- Ratio of staff:PDAs provided does not impact efficiency or effectiveness of the office as ACTT provides Franklin-Covey planners and refills for all staff as well as MS Outlook calendar which all staff one is able to view another's calendars
- GOAL 6: Tradition and Pride: Provide an academic home for assigned populations.
- Renovations to 79 Holden Hall were completed during May-Aug 2004 to create confidential academic advising space. 3 of the 10 positions in the office do not have confidential space:
 - - FRONT-DESK ADVISOR – as the initial greeter and assessor of student needs, this position resides in the reception area where student also congregate for using computers designated for student use, engaging in mentally stimulating past-times (chess, puzzles, homework, etc), and waiting to meet with an advisor.
 - - ADMINISTRATIVE COORDINATOR and the TECHNOLOGY SPECIALIST share an office space as both of these positions work mostly independently and do not see "customers/clients."
- Increased the percentage of time allotted for advising with FGC students from 1 advisor at 50% to 1 advisor at 70%.
- Upgraded the title of the PEGASUS coordinator from Senior counselor to Lead counselor.
- Increased ½-time advisor position devoting 100% of time to FGCs to 1 full-time position devoting 100%-time to coordinating the peer mentoring program and otherwise assisting the Lead Counselor coordinating the PEGASUS program.

Section 4. Strategic Planning Update.

Goal : Goal 1: Access and Diversity: Create and implement a retention-based advising system.

- Change critical success factor for advising ratio to read: undecided, uncertain, and undeclared advising ratio of 250:1
- Change critical success factor for advising ratio to read: at-risk advising ratio of 100:1
- Delete critical success factor: Two-Intake assessment staff
- Change critical success factor for Compass for Campus (C4C) to read: 100% of PEGASUS program stipend students and new McNair Scholars students will attend C4C seminar in the first month of semester

Goal : Goal 2: Institutional Advancement and Accountability: Research the impact of undergraduate advising and integrate results.

- Delete critical success factor: meet three times per year about Advising Retention Research Project with participating TTU advising centers
- Delete critical success factor: meet annually about first year research coordination with UT-Arlington
- Delete critical success factor: meet once per semester with Dr. Mike Stratil, author of CSI

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

Goal : Goal 4: Human Resources and Infrastructure: Maintain a qualified staff and supportive work environment.

- Delete critical success factor: five pieces of wall art representing five different cultures

Goal : Goal 5: Technology: Maximize electronic applications for advising.

- Add critical success factor to read: improve office staff time management by utilizing Aligning Goals training via Plan Plus software with 100% of staff

Goal : Goal 6: Tradition and Pride: Provide an academic home for assigned populations.

- Add critical success factor: post Safe Zone signs in all staff offices

Commentary:

In August 2002, the Advising Center at Texas Tech (ACTT) implemented a new program that targets entering First Generation College (FGC) first year students. Known as PEGASUS (Pioneers in Education: Generations Achieving Scholarship and Unprecedented Success), the program was inspired in part by the state of Texas' "Closing the Gaps" initiative and was funded with a two year commitment. In the academic year 2003-04, ACTT continued to develop and implement the PEGASUS program. The PEGASUS program provides intrusive academic advising, peer mentoring, and a transition and skills development workshop series in order to increase academic success, retention, as well as graduation rates, and the social and personal development of FGC students. Key program successes include: •Increasing the number of students supported by the PEGASUS Scholarship and served by peer FGC Mentors and ACTT academic advisors from 20 students in 2002-2003 to 53 students in 03-04 •The PEGASUS program provided 53 FGC students with scholarships totaling \$19,450. This represents a 51% increase from 2002-2003 in the financial support of FGC students during their first-year at Texas Tech - reducing the need for these academically at-risk students to be over-employed. •Increasing the number of transition and skill development workshops for FGC students from 11 in 2002-2003 to 15 in 2003-2004 •Increasing the outreach to prospective FGC students from the Abilene and Lubbock Boys and Girls Club •Increasing the number of college awareness events attended by ACTT staff, PEGASUS Scholars, and Mentors in order to positively impact high school and middle school students and their families •Enhancing university partnerships with the PEGASUS program including the Texas Tech Office of Admissions, Texas Tech Upward Bound, and Mentor Tech •University partnerships with WorkSource of the South Plains, South Plains Tech Prep, South Plains College, Wayland Baptist University, and Lubbock Christian University •Increasing university funding of the PEGASUS program by \$65,030 in grants from local and state sources to support the PEGASUS Scholars and Mentors. •4 of 53 PEGASUS Scholars earned a 4.0 GPA (note that these are students entering TTU at an average of 112 points less on the SAT than other students at TTU) •10 PEGASUS Scholars earned a 3.5 GPA or higher during academic year 2003-2004. (2 students earned a 3.8 GPA; 3 students earned 3.76; 5 students earned a 3.5 GPA) This is an increase of six students over academic year 2002-2003 and is comparable to the percentage increase of total

PEGASUS Scholars from 2002-2003 to 2003-2004.

Implementation Plan:

ACTT would better serve students with a fulltime coordinator to support a four year prelaw program. Currently, only prelaw first year students are served by ACTT. ACTT moved into a newly renovated office suite in August, 2004. Given the physical confines, ACTT remains 2-3 rooms short of the optimal needing an office for the IT position, the FGC Mentors, and a room for the copier, network printer, fax, mailboxes, coats and umbrellas. A kitchenette would also be nice to have. Should ACTT be given the prelaw program, additional space is needed for prelaw mentors. ACTT is also in need of imaging equipment. ACTT is investigating sharing the equipment with other offices in the division.