

**ANNUAL ASSESSMENT REPORT  
AND  
STRATEGIC PLANNING UPDATE  
Year: 2006**

**Area or Unit Name:** ADVISING CENTER AT TEXAS TECH

**Area or Unit Leader:** Elizabeth Teagan **Email:** elizabeth.teagan@ttu.edu

**Phone Number:** ( 806 ) 742 - 2189 **Ext:** \_\_\_\_\_

**Mail Stop:** 1038

## Section 1. Goals and Accomplishments

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

- Utilized institutional programs to further recruitment and academic success of diverse and historically under-represented and under-prepared community populations through outreach and support programs specifically addressing areas of need for students enrolling from these communities. Experienced growth in these support programs and measured a higher freshman retention rate of students served than the general retention rate of this year's freshman cohort (90.0% vs 83.9%).

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

- Established Departmental Research Staff (50% FTE) Position to facilitate internal analysis of student learning outcomes, external literature and research on best practices, and opportunities for quality improvement in programs and practices which facilitate student persistence through the department and the greater institution.

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

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

- All staff PDQ documents and performance evaluations were aligned with the strategic plan, making these elements of hiring and personnel management more relevant in the work of the department staff.

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

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

- Utilized open door policy and student study spaces with accessible computer lab in a high traffic area to provide incidental contact with all students in the basement of Holden Hall. In this environment, specifically welcomed and assisted students in 5084 unscheduled face-to-face contacts, not including another 3083 advising appointments.

**Goal 7:** University Advising Center: Academic Advising Center and Information Resource to the University Community

- Began an extensive review of advising messages on campus and, using simple and consistent messages, created and began implementing the first phase of a multi-stage marketing plan to students, parents, faculty, advisors staff, and external communities. These messages were derived from the work of the Center for the Advancement of Standards in Higher Education, the National ACademic ADvising Association, and the departments' own strategic goals.

**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

<i>Calendar Year</i>	2001	2002	2003	2004	2005	2006

There is No Area Specific Data in Fall Section.

<b>Fiscal Year</b>	<b>2000-2001</b>	<b>2001-2002</b>	<b>2002-2003</b>	<b>2003-2004</b>	<b>2004-2005</b>	<b>2005-2006</b>
<b>Access &amp; Diversity</b>						
Student:Advisor Ratios 250:1 for undecided, uncertain, & undeclared 100:1 for At-risk population		750:1	638:1	443.1	300:1	235:1
		100:1	258:1	211.3:1	195:1	217:1
<b>Staff</b>						
2 In-take Assess.		1.5	1	1	delete	deleted
Create FGC advisor position w/ student:advisor ratio of 250:1	NA	NA	NA	NA	187:1	217:1
Assigned caseloads not to exceed 40% per advisor		33.33	31.25	25.04	30.10	delete
<b>Students</b>						
1 face-to-face advising session/student during NSO...	NA	NA	NA	NA	1,143	1,338
1 face-to-face advising session/student during first 10 wks/semester	NA	NA	NA	NA	Unknown	834
1 advising session per student during Advance Registration by SAW, email, phone, in person	NA	NA	NA	NA	79%	431
1 Quality Assurance Check (QuACK):student registering during NSO	NA	NA	NA	NA	100%	100%
1 Quality Assurance Check (QuACK):student registering during Advance Registration	NA	NA	NA	NA	100%	100%
1 Quality Assurance Check (QuACK):student registering during Open Registration	NA	NA	NA	NA	100%	100%
1 Quality Assurance Check (QuACK) student registering during Add/Drop wk/fall, spring,summer session	NA	NA	NA	NA	100%	100%
1:1 ratio for advising protocols:implementation of protocols		5:5	5:5	5:5	5:5	5:5
Increase annually the % of students advised by last day of Advance Registration		68	68	79.7	60.7	82.0
Increase annually the % students advised by 1 week after last day of Advance Registration			75	80	71.3	86.2
Increase annually % PEGASUS students retained year 1 to year 2			11	5.7	4.7	90%
Increase annually the # PEGASUS students earning a 4.000 GPA			2	4	2	2
Present 2 sessions annually on FranklinCovey 7 Habits...College Students	NA	NA	NA	NA	1	2
Increase annually # of students attending FC 7 Habits...College students workshop	NA	NA	NA	NA	44	45
90% PEGASUS scholars complete contract and earn scholarship checks	NA	NA	NA	NA	82.5	86.8
<b>Advancement/Accountability</b>						
<b>Research/Results</b>						
1:1 ratio of Annual/Quarterly Reports requested:reports produced	NA	17:17	40:40	32:32	12:12	24:24
1 meeting annually w/TTU depts. promoting undergraduate research	NA	3	2	delete	delete	delete
1:1 ratio of annual reports produced:report protocols (formats)	NA	NA	NA	NA	4:4	4:4
Annually review and update report protocols	NA	NA	NA	NA	100%	100%
<b>Engagement</b>						
<b>Outreach</b>						
Annually increase # of contacts w/high school counselors...	NA	12	53	2,744	754	Delete
3 newsletters annually about acad. advising...	NA	0	0	5	0	0
Make 4 presentations annually @ professional conferences	NA	6	4	7	3	3

Make 30 presentations annually to FGC students, parents, & families—part of Closing Gaps Initiative	NA	NA	23	44	36	29
<b>Human Resources</b>						
<b>Training</b>						
3 updates annually to advisor training materials	NA	10	3	2	8	3
1:1 ratio for staff needing prof. develop:staff receiving prof. devel.	NA	9:9	10:10	10:10	10:10	10:10
2 QSPD trainings annually for supervisors and staff	NA	4	2	4	3	2
1 training annually on communication for staff	NA	3	8	4	5	2
1:1 ratio admin staff needing mgmt/evaluation training:admin staff receiving training	NA	NA	NA	NA	4:4	Delete
<b>Staff</b>						
0% turnover rate in 2-yr. cycle for all staff positions	NA	56	60	76	80	30% per 2yr.
40/hr workweek for exempt staff during registration seasons	NA	55	43	44	45	43
1:1 ratio of staff positions:performance evals completed at 6 months and annual intervals	NA	9:9	10:10	10:9	10:10	10:10
100% staff positions funded by line item state accounts	NA	NA	NA	NA	8.75	86.50%
<b>Technology</b>						
<b>Improve/Expand</b>						
Track use of ACTT online resources by # of hits to ACTT website	NA	141,627	Yes	Unknown	Unknown	Unknown
Increase # of reports available via AXIS	NA	12	Yes	4	0	1
<b>Tradition &amp; Pride</b>						
<b>Academic Home</b>						
1:1 ratio for elements creating academic home for students:elements provided	NA	5:4	1:1	Unknown	1:1	6:6
1:1 ratio of confidential advising spaces:# of advising spaces at ACTT	NA	9:0	1:10	7:7	7:7	7:8
1:1 ratio of wall art obtained & displayed representative of 5 cultures	NA	5:5	5:5	Unknown	5:0	5:5
<b>University Advising Center</b>						
<b>Academic Advising Center</b>						
1:1 ratio CAS NSOs:NSOs coordinated by ACTT	NA	NA	15:15	15:15	16:16	19:19
1:1 ratio of freshman NSOs:assistance provided to IS 1100 during freshman NSO	NA	NA	NA	NA	12:12	Delete
<b>Info. Resource</b>						
# of customer contacts	NA	NA	NA	289,348	421,784	100,241
# of informational contacts via TechAnnounce	NA	NA	NA	incl. above	incl. above	1,116,102

### Section 3b. Qualitative Information.

- Coordinated NSO for the College of Arts & Sciences for approximately 2,100 students
- Advised, scheduled, and registered 610 ASUD and PLAW Transfer and New Students during summer Orientations (NSO) for summer and fall
- 44%, 324 students, registered for F06 with fewer than 15 credits. Scheduled credit hours increased following Phone Campaign by 177 credit hours generating an additional \$22,833 (based on \$129/hr) and encouraging students to graduate on time.
- The Advising Syllabi were distributed to students during the first week of September in the first annual "Major Meeting." At the same time students were reintroduced to their advisors, and an interactive group advising session was conducted.
- The TTU Prelaw Program initiated a new outreach effort focused on the recruitment and retention of students from underrepresented populations. collaboration with the Council on Legal Opportunity (CLEO), a national non-profit, led to the first team of Texas Tech students attending a national conference designed to teach success in students' pursuit of a law degree. Nine African American & Hispanic students, recruited from PEGASUS, Mentor Tech, & Phi Alpha Delta Prelaw Society, attended workshops led by law school admissions staff from seven states while interacting with students from colleges and universities across the nation.
- The 2005-2006 PEGASUS FGC Scholarship recipients, with an average GPA of 2.948, performed slightly above the university average for freshmen (2.756). This is a testament to the influence of the program on its students' success. Nationally, FGC students have historically performed below the average GPA of non-FGC populations, according to the National Center for Education Statistics (2.6 compared to 2.8).
- With four years of deliberate investment in FGC freshmen and their Student Mentors, PEGASUS is now in a position to add graduation as a measure of accountability to determine its impact on students who have participated in the program. Of the original PEGASUS class (2002-2003), 90% have graduated or are on track to graduate from Texas Tech.
- 90% of the 2005-2006 PEGASUS Scholars were retained for Fall 2006. This marks an increase of 2.5 percentage points from last year's retention rates. 83.9% of the 2005-2006 University freshmen population at large was retained.
- o The TTU Prelaw Program developed a new "I Can Be a Lawyer When I Grow Up!" advertising campaign for K-6 students and their parents. The TTU Prelaw Program youth outreach is focused on students and their families attending the Back to School Fiesta. The outreach campaign teaches younger students to imagine the possibilities of a law career. Parents are encouraged to engage their children in public and educational programs that develop their academic and social skills.
- Department staff presented on FGC issues at the annual conference of the National Academic Advising Association (NACADA). "First Generation College Students are Talking: Are You Listening" was one of only four FGC-specific sessions offered at the conference. The presentation included the history, successes, and implications of Texas Tech University's PEGASUS Program.
- Department staff presented on issues pertaining to undecided students at the annual conference of the National Academic Advising Association (NACADA). "DISCOVERY!: The Jackpot in Decision Making!" focused on an intentional decision-making process leading to a good fit academic major based on the number-one-best-predictor for a good decision: students' values. DISCOVERY! also factors students' abilities, academic talents, and interests. The participants in the session requested ACTT present on this topic again and thus, a proposal will be submitted for acceptance by the 2006 NACADA International Conference Presentation Selection Committee.
- The DISCOVERY! decision-making process is based on student values, abilities, and interests; values being the number one predictor of satisfaction in reflections on decisions made. Students attend the DISCOVERY! to learn a decision-making process that will lead to the selection of a good-fit major. Participation in DISCOVERY! reduces the number of times students change majors and increases retention. ACTT is researching the program's effectiveness and is eager to see its impact in three years when the first participants reach graduation.

#### **Section 4. Strategic Planning Update.**

**Goal :** Access and Diversity: Provide academic advising outreach and transition programs to facilitate student recruitment and persistence, especially with historically underrepresented and underprepared populations.

**Goal :** Human Resources and Infrastructure: Recruit and retain a qualified staff and provide a supportive work environment, especially through technology and continual improvement practices.

**Goal :** Undergraduate Learning: Advocate and pursue excellence in advising throughout the university as University Advising Center, beginning with assigned undeclared student population.

**Goal :** Graduate and Professional Education: Encourage graduate and professional education opportunities to current students.

**Goal :** Engagement: Provide an academic home and a sense of community for students and their families.

**Goal :** Productivity and Accountability: Measure program costs/benefits and implement changes based on student learning outcomes.

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

#### **Commentary:**

**There is no commentary for the current year.**

#### **Implementation Plan:**

FY07 will be a year of transition. As a result of the newly articulated University Strategic Plan, the department's strategic plan will be updated significantly. Fully accomplishing the charge of the university requires placing a high value on the change process as it relates to departmental staff, the institution, and the students we guide.

First, the updated plan has been implemented to facilitate a necessary time of evaluation, planning, and transition.

Secondly, work will be divided primarily between retention-based academic advising programs that pertain to the entire university community, and those services provided specifically to students in the College of Arts and Sciences. We believe it is important for all parties to better understand and support the deliberate pursuit of the goals, objectives and critical success factors in both of these arenas.

Finally, operational details will be removed to the Departmental Operating Plan, leaving a succinct statement of progress with much more specific student learning outcomes, and goals that will carry the department forward through the next three to five years.

Most significantly, the next year's strategic plan will include a component guiding and assessing the department's progress in making the strategic plan more readily accessible and pertinent to its staff on a daily basis. Measurable progress will be automatically tracked in normal work processes and the annual assessment and evaluation will be complete by the end of September in the following year.