



TEXAS TECH UNIVERSITY™

Operating Policy and Procedure

OP 10.13: Strategic Planning and Assessment for Texas Tech University, Including All Academic Programs and Support Operations

DATE: February 20, 2008

PURPOSE: The purpose of this Operating Policy/Procedure (OP) is to ensure compliance with university policy regarding strategic planning and assessment of all academic programs and support operations.

REVIEW: This OP will be reviewed in October of odd-numbered years by the director of strategic planning, the provost/senior vice president for academic affairs, the associate vice president/comptroller, and the senior vice president for administration and finance with recommended revisions, if necessary, presented to the president by November 15.

POLICY/PROCEDURE

1. Policy

- a. The university, including all academic programs and support operations, is engaged in an ongoing and comprehensive process of planning and assessment. All areas (divisions and colleges) and units (departments, centers, and institutes within areas) must conform to the university policies as specified in this OP.
- b. All areas and units in the university are to have strategic plans and participate in the annual assessment of their plans. Assessments are to lead to improvements in programs and services.
- c. The director of strategic planning is responsible for coordinating and facilitating the planning and assessment process. Additionally, the director, working in conjunction with the Teaching, Learning, and Technology Center, provides educational opportunities and resources related to planning and assessment.
- d. The director of strategic planning, with support from the Information Technology Division, maintains the university's Strategic Plans and Assessment Reports Web page.
- e. The Strategic Planning Council advises the president in the development and supervision of the strategic planning efforts and considers matters pertaining to strategic planning, including an ongoing review of and suggested revisions to the university's strategic plan and assessment procedures.
- f. Academic programs, including program content, quality, and assessment, are the primary responsibility of the faculty within the academic disciplines. Learning outcomes assessments of academic programs are included in the departments' annual assessment reports.
- g. The General Education Committee is responsible for planning and outcomes assessment of the general education core curriculum.

- h. Academic department chairs, deans, and the provost/senior vice president for academic affairs are responsible for ensuring that academic programs are appropriately organized and outcomes of student learning are assessed annually for program improvement.
- i. Academic department chairs, deans, and the provost/senior vice president for academic affairs are responsible for oversight of all budgetary and operational aspects of academic departments and/or colleges, including the strategic planning and assessment for those departments and/or colleges.
- j. Vice presidents and other administrators for all support operations are responsible for ensuring that their areas and units are engaged in strategic planning and assessment, including assessment of expected outcomes associated with their operations.
- k. Strategic planning and assessment are linked to budget and decision-making processes. The Budget Advisory Council (BAC) advises the president on issues related to budget and planning and coordinates budget recommendations with planning and assessment outcomes.

The purpose of the BAC is to facilitate integrative planning across the administrative, fiscal, and academic areas of the university. The BAC members include the provost/senior vice president for academic affairs and representatives from the deans, faculty, staff, and students, as well as the senior vice president for administration and finance, the president's chief of staff, and the director of strategic planning who serve as ex-officio members. The chairperson(s) of the BAC is appointed by the president and he/she serves an indefinite term at the pleasure of the president.

2. Procedures

- a. Strategic plans are prepared and maintained by each unit and area within the university and are posted on or linked to the unit/area's Web page.
- b. The timeline for annual assessment reporting is prepared by the Strategic Planning Council and is coordinated with annual faculty evaluations. Area leaders may establish earlier deadlines for submission of their units' assessment reports.
- c. Detailed information regarding the preparation and submission of assessment reports is posted on the Strategic Plans and Assessment Reports Web page.
- d. Assessment reports are processed from the unit level to the area level through the university administrative organization. Administrators at each level are to ensure that assessment reports from all their units have been completed and submitted.
- e. Assessment reports are used to improve the efficiency and effectiveness of programs and operations for all areas and units.
- f. Administrators (deans, vice presidents, and provost/senior vice president for academic affairs) are to provide feedback to units and/or areas in their administrative organization and to use the planning and assessment to direct decision making and budget allocations.
- g. Strategic plans are to be updated annually as indicated through the assessment process.
- h. The director of strategic planning, in coordination with the Strategic Planning Council, will review the planning and assessment process annually and provide a report to the president regarding the effectiveness of the process in advancing the work of the university.

- i. During budgetary planning processes, the area/unit strategic plans and assessment reports are an integral part of all presentations/discussions, decision processes, and budget allocations.
 - j. Changes made in programs, services, and budget allocations based on planning and assessment are to be reported in the next immediate annual assessment reports to document these changes.
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