

## Office of the Registrar

### STRATEGIC PLAN

#### Mission

The Office of the Registrar promotes each student's learning experience by collecting, preserving, and protecting academic records of Texas Tech University students and providing accessibility to those records to authorized individuals or entities in accordance with university, state, and federal laws and guidelines.

#### Vision

The Office of the Registrar will enhance the long term viability of records through enhanced storage and protection measures, improve the efficiency in accessibility through advancement in technology, and increase the infrastructure resources in regards to staffing and technology to accommodate the anticipated growth in student enrollment.

#### Values

- Service Excellence
- Collaboration and Partnerships
- Involvement and Leadership
- Responsibility and Consequences

#### Learning and Engagement Outcomes

- *Critical Thinking and Application*
  - The Office of the Registrar will provide and improve upon alternative solutions to achieve student goals, enabling the student population to be aware of important academic deadlines and to determine the best methodology for achieving an efficient outcome.
- *Responsibility and Consequences*
  - The Office of the Registrar will promote responsibility and consequences by providing students with real-world experiences in deadline management and academic collaborations.
- *Collaboration and Partnerships*

The Office of the Registrar will promote collaboration and partnerships by working diligently with students and the academic community to achieve goals in the best interests of students while following appropriate policies and procedures.

**Strategic Priority I:**  
**Invest in the People of Texas Tech University**

**Goal 1: Access & Diversity: Recruit, retain and graduate a larger, more academically prepared, and more diverse student body.**

**Benchmarks**

Coordination with recruiting office obtaining exemplary status as measured by internal review

**Objective 1.1:**

Increase recruitment efforts of the veteran population

**Strategies:**

Assess number of veterans enrolling for the first-time

Assess the number of veteran students retained

Identify and participate in recruitment opportunities with military branches

**Objective 1.2:**

Improve turn-around time on transcript evaluations

**Strategies:**

Assess current evaluation populations and turn-around time

Compare time required for processing transcript evaluations in the TechSIS system to the new Banner system

Increase staffing levels to prepare for enrollment growth numbers

**Goal 2: Human Resources & Infrastructure: Increase and use resources to recruit and retain quality staff and to support an optimal work environment.**

**Benchmarks**

Make more effective use of office space to accommodate additional staffing

Increase productivity of staff through professional development and training opportunities

**Objective 2.1:**

Create a more competency-based evaluation system and include more constructive criticism and growth plans

**Strategies:**

Conduct needs assessment for full-time and student-staff positions

Assess current staff development needs

Document each position's required skill set and responsibilities

**Objective 2.1:**

Redesign office work area to accommodate for increased staffing in service areas

**Strategies:**

Build out front area of room 103 to increase student self-help kiosks from two to six

Add cubicle structure to back area of room 103 to accommodate one additional professional workspace, for a total of four professional and two student work areas.

Add cubicle structure to room 121 to increase staffing capacity from four to nine.

**Strategic Priority II:**

**Enrich the Educational Experience**

**Goal 3: Teaching & Learning: Enhance the Undergraduate and Graduate student learning experience by implementing nationally recognized standards in all departments, facilities, programs, and services.**

**Benchmarks**

Report number of staff pursuing graduate degrees and certificates

Report American Association of Collegiate Registrars and Admissions Officers (AACRAO) activity

**Strategies:**

Continue to use AACRAO standards for departmental improvements

Highlight departmental associations and accreditations

**Goal 4: Engagement: Provide outreach academic/educational opportunities that contribute to student learning, leadership and critical thinking.**

**Benchmarks**

Report student online tool improvements and usage by students.

**Objective 4.1:**

Improve website to make it more user friendly and increase opportunities to conduct business.

**Strategies:**

Evaluate Big 12 school registrar sites and create an assessment tool to determine services offered online.

**Strategic Priority III:**

**Partnerships**

**Goal 5: Partnerships: Build strategic partnerships and collaborations with local and campus community.**

**Benchmarks**

Maintain collaborative endeavors with academic areas

Maintain collaborative endeavors with outside institutions

**Objective 5.1:**

Explore opportunities to increase collaborative endeavors with academic areas

**Strategies:**

Evaluate effectiveness and request feedback from academic units regarding sharepoint information system

Evaluate communication distribution with academic units regarding deadlines and processes

Evaluate collaborative efforts in training materials and opportunities with AFISM unit

**Objective 5.2:**

Explore opportunities to increase collaborative endeavors with outside institutions

**Strategies:**

Evaluate effectiveness and request feedback from outside institutions regarding website system

Evaluate communication distribution with outside institutions regarding deadlines and processes

**Strategic Priority IV:  
DSAEM Complementary**

**Goal 6: Complementary: Support DSAEM departments with mission driven goals not applicable under any of the previous goals.**

**Benchmarks**

Improved long-term viability of stored paper documents

**Objective 6.1:**

Comply with state and institutional record retention plans

**Strategies:**

Establish and clarify retention guidelines

Investigate dry storage options and methods