

Revised February 2003

## **TESTING, EVALUATION, ASSESSMENT & MEASUREMENT CENTER STRATEGIC PLAN**

### **MISSION STATEMENT**

The Testing, Evaluation, Assessment and Measurement Center (TEAM) provides quality services applying the principles of education, learning, and psychology in assisting students at all levels to maximize their academic and career progress.

### **VISION STATEMENT**

The Testing, Evaluation, Assessment, and Measurement Center (TEAM) will be recognized as a leader for quality testing services. Testing services will play an integral part in the recruitment, admission, retention, graduation, and certification requirements of the Texas Tech community. Integrated testing services will provide evaluation, assessment, measurement, consultation, planning, and retention intervention services.

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**Goal 1: Access & Diversity: Provide a diverse range of appropriate standardized testing assessments for the recruitment, retention, and graduation of quality students.**

**Critical Success Factors:**

- All CLEP will be offered via computer.
- Maintain at least ten CLEP administration sessions per month.
- Via computer, administer at least 1200 CLEP exams annually.

***Objective 1.1: Recruit, retain, and graduate quality students through CLEP exam opportunities.***

**Strategies:**

- Save quality students' time and money by providing a diverse range of nationally standardized college subject exams for course credit.
- Provide an alternative option to earn course credit for those students who are unable to register due to full classes.
- Expand testing session opportunities during freshmen orientations to provide score reports for advisement and registration purposes.
- Evaluate CLEP testing successes in correlation to ACT/SAT scores and academic performance/graduation.

**Assessments:**

- Number of CLEP exams administered.
- Number of administration opportunities offered.
- Survey students about the effect of 'CLEP-ping' lower level courses.

***Objective 1.2: Update and expand facilities to provide access, security, and comfort.***

**Strategies:**

- Update look and acquire sufficient space to convey the quality products available; thus building confidence in the services provided.
- Develop plans with administration to acquire additional space that is appropriately configured for a secure, accessible, and comfortable testing environment.
- Include a few items on survey forms for testing pertaining to access and comfort.

**Assessments:**

- Increase in number of tests provided.
- Responses to short survey.

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***Objective 1.3: Improve CLEP computer lab.***

**Strategy:**

- Renovate testing rooms or move to more effective office space.

**Assessment:**

- Progress toward renovation of testing rooms.

**Goal 2: Engagement. Serve the academic, career, and certification testing needs of students and community.**

**Critical Success Factors:**

- 5% increase in testing over five years.
- Improvement of ETS computer-based testing lab for required admission testing.
- Increase availability of “high stakes” testing options.
- Increase in computer-based testing program options.

***Objective 2.1: Enhance community awareness and satisfaction of TEAM services.***

**Strategies:**

- Negotiate the implementation of additional testing instruments required for national and state academic and career licensure/certifications.
- Provide services that build community.
- Develop appropriate survey instruments.

**Assessments:**

- Number of new testing instruments implemented (based on sufficient space, staffing, and funding).
- Satisfaction surveys.

***Objective 2.2: Provide expanded hours based on need.***

**Strategy:**

- During “crunch times”, expand hours to include evenings and weekends.

**Assessments:**

- Satisfaction surveys.
- Number of hours in extended schedules.

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***Objective 2.3: Provide academic achievement success consultation.***

**Strategy:**

- Collaborate with Advisement Center to provide McNair Scholars and undecided majors with diverse testing options, workshops, and consultation for retention and enhanced academic achievement.

**Assessments:**

- Number of specific programs/workshops.
- Satisfaction surveys.

**Goal 3: Technology. Establish modern computer testing labs and web testing services.**

**Critical Success Factors:**

- 100% compliance (meeting all national standards) for computerized administration of CLEP tests within five years.
- 100% compliance (meeting all national standards) for computerized administration of GRE, GMAT, TOEFL, and other ETS exams.

***Objective 3.1: Web applications for on-line testing.***

**Strategy:**

- Implementation or use of web-based testing options.

**Assessment:**

- Number of testing instruments and programs that are administered via computer.

***Objective 3.2: Expand computer lab access for testing services.***

**Strategies:**

- Improve quality of testing assessments by updating and adding testing instruments that promote retention and academic success.
- Expand/improve quality options for students and outreach to inform students about available options.

**Assessments:**

- Increase in number of options available.
- Number of students experiencing specific success factors such as improvement in performance, a more challenging curriculum, fast and helpful feedback in making curriculum choices, etc.

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***Objective 3.3: Expand staff training to provide technological testing services.***

**Strategies:**

- Hire computer science majors as student assistants, providing students with technical experience and employment.
- Provide training for staff to keep updated on technology and national expectations and standards.

**Assessments:**

- Number of student assistants employed.
- Amount of training attended.

**Goal 4: Partnerships. Increase awareness and utilization of TEAM Testing Center services.**

**Critical Success Factors:**

- Establishment of working partnerships with three key departments across TTU.
- Participate in at least two workshops per year.

***Objective 4.1: Outreach to other university departments and the TTU community.***

**Strategies:**

- Increase awareness of quality services provided by developing informative and eye-catching flyers and/or brochures.
- Attend, host, or teach seminars/workshops that communicate benefits and options of quality testing instruments and assessments.

**Assessments:**

- Number of inquiries about the Testing Center as a result of flyers and brochures.
- Number of seminars/workshops attended, hosted, or taught.
- Number of flyers or brochures developed or distributed.

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***Objective 4.2: Develop a working relationship with key university departments for co-sponsored research and development.***

**Strategies:**

- Meet with other departments that have testing and measurement connections.
- Discuss potential research and development projects with interested individuals from these departments. (Note: Each of these departments may have graduate students working on testing issues. This could be mutually beneficial.)

**Assessments:**

- Increase in research and development activities. (Dependant on staffing and funding).
- Increase in number of students referred to the Testing Center.
- Increase in number of co-sponsored presentations and professional development opportunities. (Note: More cooperative exposure of the Testing Center to students, faculty, parents, administrators, etc.)

**Goal 5: Tradition & Pride. Provide a service-plus and positive image of Texas Tech University and TEAM testing services to examinees: prospective students, TTU students, and visitors to our campus.**

**Critical Success Factors:**

- Increase in prospective students taking admissions exams.
- Increase in administrations of required certification and state-mandated exams.
- Satisfaction levels for students in the 'excellent' range within five years.

***Objective 5.1: Provide a positive testing environment conducive to generating interest in Texas Tech University for current and prospective students and the community.***

**Strategy:**

- Provide a secure, friendly, pleasant, and comfortable testing environment, which enhances goodwill and perception of services.

**Assessments:**

- Satisfaction surveys.
- Increase in referrals to testing center.
- Increase in use of testing services.