

# **ACADEMIC TESTING SERVICES STRATEGIC PLAN**

## **MISSION STATEMENT**

Academic Testing Services provides proctored testing services administered in a secure and appropriate standardized testing environment.

## **VISION STATEMENT**

Academic Testing Services will provide quality services that are integral to recruitment, admission, retention, graduation and post graduation testing needs of Texas Tech students and the larger community by:

- Offering a diverse range of testing options that provide access and opportunity to meet national, state, and institutional requirements.
- Offering flexible and extended testing opportunities that enhance patrons' abilities to meet institutional deadlines.
- Offering academic testing options that provide students with time-saving alternatives that shorten the path to graduation.

**Goal 1: Access & Diversity: Provide quality standardized testing options that provide alternative options for earning college course credit.**

**Critical Success Factors:**

- Maintain at least ten CLEP administration sessions per month.
- Increase the student use of CLEP by 5 % per year.
- Create relationship with military personnel for testing needs.
- Create relationship with other universities for credit-by-exam Foreign Lang. options.

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

**Strategies:**

- Save quality students time and money by providing nationally standardized college subject exams for course credit.
- Provide alternative options 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 and SAT scores.
- Evaluate CLEP testing successes in academic performance/graduation.

**Assessments:**

- Number of CLEP exams administered.  
CLEP exams administered decreased by 46%. Institutional policy changes in credit awarded, lack of departmental website and absence of contact material during a restructuring period are probable contributing factors. This is the second academic year of decreased usage of the CLEP services on the TTU campus.
- Number of administration opportunities offered.  
CLEP exams were administered a minimum of three days per week throughout the year. During new student orientation exams were administered six days per week up to four times per day. During add-drop periods exams were offered three times per day.
- Research effects of CLEP success with subsequent courses  
New national research from CollegeBoard indicates that CLEP students perform equally with Advanced Placement peers and better than the general classroom population.

Research indicates that CLEP students are highly motivated individuals who perform better in the classroom and graduate with higher GPA's.

CLEP exams are nationally normed on students who completed specified college coursework at accredited colleges and universities. Control groups compared the classroom performance of CLEP, AP, and all other students in specified courses. CLEP and AP students consistently outperformed their peers in the classroom.

Students taking CLEP exams in the Academic Testing Services facility provided the following information on completed surveys as to who used the service and why.

- 93% were Texas Tech students
- 21% to expedite graduation
- 18% to take more advanced courses
- 40% to lighten semester load
- 75% to save time and money
- 137 Freshmen
- 104 Sophomores
- 102 Juniors
- 322 Seniors
- 6 Transfer
- 11 Graduates
- 24 Other

***Objective 1.2: Implement the Dantes program for military CLEP.***

**Strategies:**

- Participate in the ETS training for implementation.
- Develop plans to contact military personnel.
- Outreach/market to the military in the region.

**Assessments:**

- Number of Dantes tests provided.
- Participated in the ETS training for implementation.
- Upgraded computers to provide computerized service Spring 2004.
- ETS waives a portion of fees for qualified military personnel. No eligible military persons have requested this service. Outreach to military personnel in the community has not been implemented.

***Objective 1.3: Improve CLEP payment and registration options.***

**Strategies:**

- Implement additional payment options for the institutional testing fees.

- Implement online reservations/registration for specific testing program fees.

**Assessments:**

- Number of new payment/registration implemented.
- Visa and Mastercard credit and debit options were implemented Spring 2004.
- Expense and security issues have impeded implementation of an online registration system.

*Objective 1.4: Increase awareness of Foreign Language credit by exam options.*

**Strategies:**

- Bring program to the attention of students via new departmental website.
- Bring program to the attention of campus via new departmental brochure.

**Assessments:**

- Number of students utilizing the program.
- New departmental website was brought online late Spring 2004.
- New departmental brochure was printed late Spring 2004.

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

**Critical Success Factors:**

- Implementation of additional computer-based exams.
- Implementation of one additional computer lab.
- Recruit new testing options to the Texas Tech campus.

*Objective 2.1: Enhance community awareness of Academic Testing Services.*

**Strategies:**

- Negotiate the implementation of additional testing instruments required for national and state academic and career licensure/certifications.
- Outreach and market to area high schools.
- Provide services to testing constituencies that reflect Texas Tech's positive image in the community.

**Assessments:**

- Number and types of outreach services provided to the campus and larger community.
- Satisfaction surveys.
- Added Texas State Bar Exam for Attorney Certification.
- Added Nurse Entrance Test for admission to various nursing programs.
- Added computer-administered TeXeS/EXCET for Texas Teacher Certification.
- Added NAPLEX, MPJE for Pharmacy Certification.
- Computer-based graduate exams decreased in total by 17 (less than 1%)
- Completed computer-based graduate surveys indicate that 78% of examinees are attending or applying to Texas Tech.
- Accuplacer Online administrations for Texas Success Initiatives continued to increase in popularity, while paper-pencil THEA administrations continued to decrease. Immediate computerized score reports and daily testing opportunities account for the preference of computer administrations over paper-pencil options.

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

- During “crunch times” expand hours to include evenings and weekends.
- Offer special testing times or options to specific populations. (e.g. graduating high school seniors)

**Assessments:**

- Satisfaction surveys.
- Number of hours in extended schedules.
- Number of specific “special population” outreaches.
- Satisfaction survey results continue to be in the good to excellent range.
- Extended schedules and increased testing opportunities were implemented during times with a high volume of demand for services.
- Critical comments or low scores on satisfaction surveys continue to address environmental elements such as room temperature or lighting.
- Less than 1% of satisfaction surveys indicated dissatisfaction.

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

**Strategy:**

- Collaborate with Texas Success Initiatives to provide Accuplacer, Quick-THEA, and Computer THEA on a schedule that promotes opportunities to prove achievement in developmental success.
- Provide outreach to campus advisement community to promote awareness and availability of options.

**Assessments:**

- Number of specific programs/workshops.
- Satisfaction surveys.
- Accuplacer testing opportunities were increased and are offered 3 to 5 times per week.
- Computer THEA administrations were increased to twice per week.
- Academic Testing Services calendar is now posted on the departmental website.
- No campus advisement outreach has been completed.

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

**Critical Success Factors:**

- Maintain 100% compliance (meeting all national standards) for computerized administration of CLEP tests.
- Maintain 100% compliance (meeting all national standards) for computerized administration of GRE, GMAT, TOEFL, and other ETS exams.
- Improve and expand computer testing options.

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

**Strategies:**

- Implementation of additional web-based testing options.
- Implementation of computer-based testing options for distance learners.
- Outreach to campus to support additional campus testing needs by providing trained proctors and a secure computer-based testing environment.

**Assessment(s):**

- Number of additional testing instruments and services provided to the academic community.
- Several additional testing assessments have been incorporated and were listed in prior assessment section.
- Provided minimal internet based testing for distance learners.
- Additional internet based options are in progress.
- Security enhancements were installed.

***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.(e.g. options that enhance the selection of academic majors)
- Expand/improve quality options for students and outreach to inform students about available options.

**Assessment(s):**

- Increase in number of options available.
- Satisfaction surveys.
- Strong Interest Inventory and MBTI for academic major selection were implemented. Inventories are computer administered and can be accessed from personal computers.

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

**Strategies:**

- Maintain and expand departmental website.
- Hire student assistants, providing students with technical experience and employment.
- Provide training for staff to keep updated on technology and national expectations and standards.

**Assessment(s):**

- Completion of website.
- Improvements to web-based options.
- Amount of training attended.
- Part-time computer science person was hired.
- New departmental website and calendar were completed.

- Sections of the website continue to be improved.
- Additional security enhancements are being performed.
- All staff attended the identity fraud workshop hosted by TTU Police Dept.

***Objective 3.4: Maintain appropriate security features for computer labs.***

**Strategies:**

- Research and install appropriate security software for internet based testing (e.g. WebCT administrations).
- Add additional security cameras and monitors.
- Add additional secured lab.

**Assessment(s):**

- Number of security changes or implementations.