



TEXAS TECH UNIVERSITY
Office of the Provost

Office of Planning & Assessment

Institutional Effectiveness Weekly Report

April 12, 2019

The Office of Planning and Assessment reports its weekly activities and contributions toward Texas Tech University's institutional effectiveness efforts and departmental objectives.



This week's report features an update on the 2019 TxAHEA conference, which will be held in San Antonio, TX on October 1-2. The conference hotel is the Marriott Plaza, which is just a block from the Riverwalk.

Conference Theme: Continuous Improvement: The Battle, The Mission, The Myth

Keynote Speaker

The TxAHEA Planning Committee is excited to have Dr. Ashley Finley as the keynote speaker for the 2019 Annual Conference. Dr. Finley is the Senior Advisor to the President and Vice President of Strategic Planning and Partnerships for the Association of American Colleges and Universities (AAC&U). Dr. Finley's research and campus consultations focus on connecting best practices for program implementation, assessment design, and equity with institutional outcomes for student success and strategic planning. A significant component of this work at the campus and national levels has focused on the connection of students' personal development (such as resilience, belonging, identity, and sense of purpose) with their learning and civic engagement. She has published a number of articles, book chapters, and monographs, including *Assessing Underserved Students' Engagement in High-impact Practices* (with co-author Tia McNair), *Civic Learning and Teaching; Assessing Underserved Students' Engagement in High-Impact Practices*; and "Well-Being: An Essential Outcome for Higher Education." Dr. Finley will be speaking on community-engaged signature work at the TXAHEA Annual Conference, but the specific title has yet to be determined.

Marketing Efforts

The marketing subcommittee has been diligently spreading the word regarding proposal submissions for the upcoming 2019 conference. The call for proposals announcement has been distributed monthly to several assessment listservs, faculty and staff at TTU, UNT, Tarrant County College, and ASU as well as Texas higher education programs, SACSCOC liaisons, and a list of previous conference attendees. Flyers have also been distributed at the spring LEAP and TAIR conferences and a student learning summit at Tarrant County Community College. Beginning May 1st, the subcommittee will turn their focus to marketing conference registration. This year, we also plan to offer a 2019 Conference T-shirt for purchase for \$15 to assist with conference revenue and to hopefully allow more flexibility with marketing efforts in future years. A marketing video was created from last year's conference photos and is available [here](#):



Proposals

The link to submit a proposal presentation for TxAHEA 2019 opened on February 1 with an original deadline of April 1 when 27 had been received. The deadline was extended to April 15 hoping to receive a few additional to total about 40. The response is summarized in the table below. Proposals received thus far are now being evaluated by Proposals Sub-Committee

members and proposals received later will be evaluated after April 15. We are very pleased with the response thus far. A wide variety of institutions and topics are represented.

TxAHEA Presentation Proposals Received as of April 9, 2019

Number	34
Texas Institutions Represented	Texas Tech, Dallas CC, Texas State, Palo Alto C, U of North Texas, Texas A&M-Commerce, Texas Woman's, Johnson County CC, Alamo Colleges, Stephen F. Austin, Texas A&M International, U of Incarnate Word, Sam Houston State, Galen College of Nursing, San Antonio C, Tarrant County C, Sul Ross State, San Jacinto State
Other States/Institutions Represented	Virginia/Virginia State, Florida/Daytona State, South Dakota/Western Dakota Tech
Type of Proposal	<u>Audience Level:</u> Beginner 9, Intermediate 20, Expert 5 <u>Format:</u> Plenary 24, Panel 3, Roundtable 3, Workshop 4 <u>Relevance*:</u> Higher Education 15, General Education 10, Graduate Education 1, Undergraduate Education 8, Technical Education 3 <i>*applicants could check as many as apply</i>

Conference Evaluations

The TxAHEA Evaluation Committee discussed potential changes to this year's conference evaluations. Because this is the second year of the TxAHEA conference, the committee thought perhaps we could distinguish between first-time attendees and repeat-attendees. Additionally, the committee would like to propose the idea of possibly providing evaluation results to all conference attendees **and** to the keynote speaker. In summary, the evaluation process will remain very similar to last year's paper distribution. A committee member discussed the possibility of hosting a session at the end of the conference for face-to-face feedback; however, this has not been decided on at this time.

Conference Partners

Texas Tech University collaborates closely with our partner institutions. We meet on a monthly basis for approximately one hour. Here is a screenshot of Planning Committee Members and their respective institutional affiliations:



Planning Committee Members

Dr. David Allen Texas A&M International University	Ms. Sandy Otto North Central Texas College
Ms. Tramaine Anderson Tarrant County College	Dr. Stacy Pfluger Angelina College
Ms. Kahlie Callison Texas Tech University	Ms. Ashley Pruitt Texas Tech University
Ms. Mary Cheek Texas A&M University – Commerce	Dr. Michelle Selk San Jacinto College
Ms. Anne Coltman North Central Texas College	Dr. Terry A. Senne Texas Woman's University
Ms. Rebecca Escoto Dallas Community College	Mr. Kenny Shatley Texas Tech University
Dr. Kim Faris University of North Texas	Ms. Alison Soeder Texas A&M University – Commerce
Ms. Brandy Hawkins Angelo State University	Ms. Libby Spradlin Texas Tech University
Dr. Paul Henley Stephen F. Austin State University	Dr. Dan Stroud Midwestern State University
Dr. Jennifer Hughes Texas Tech University	Ms. Betty Ann Thomas Texas Tech University
Mr. Mark Knowles Lamar State College - Port Arthur	Mr. Paul Turcotte Texas A&M University – Central Texas
Ms. Stephanie Legree-Roberts Central Texas College	Ms. Elizabeth Vogt University of North Texas
Ms. Julie McDevitt Palo Alto College	Dr. Teri Walker College of the Mainland
Dr. Si Millican University of Texas at San Antonio	Dr. G. Brent Wallace North Central Texas College
Ms. June Moore Angelo State University	Dr. Catheryn J. Weitman Texas A&M International University
Dr. Craig Morton Texas Tech University	Dr. Beth Wuest Texas State University
Mr. Marlon Mote Tarrant County College	

501(c)(3) Development

This specific committee is developing a set of association by-laws and a founding constitution. Before filing articles of incorporation, an Executive Board must be elected. We are currently in the process of holding nominations for Executive Board positions, and we expect that the Board will be finalized by April 30, 2019. After the Board is determined, the association can submit articles of incorporation. We hope to have the association's non-profit status established no later than December 2019.