

**Texas A&M International University
Annual Institutional Effectiveness Review (AIER)
for Administrative or Educational Support Units**

Unit Name:

Office of International Education

Unit Type:

Administrative Unit

Educational Support Unit

Assessment Period Covered:

March 1, 2008 to January 31, 2009

Unit Coordinator (Preparer of Report):

Jannet Garcia

List Other Report Contributors (if applicable):

The annual review is directed at the following goals of the Texas A&M International University 2006-2010 Strategic Plan. Please list goals below:

GOAL 7: Internationalization

To strengthen and enhance TAMIU's position as the international university in the Texas A&M University System and the State of Texas.

Institutional Mission

Texas A&M International University, a Member of The Texas A&M University System, prepares students for leadership roles in their chosen profession in an increasingly complex, culturally diverse state, national, and global society ... Through instruction, faculty and student research, and public service, Texas A&M International University embodies a strategic point of delivery for well-defined programs and services that improve the quality of life for citizens of the border region, the State of Texas, and national and international communities.

Administrative or Educational Support Unit Mission

To encourage TAMIU students, faculty and foreign exchange students to participate in International Education study abroad programs by increasing study abroad awareness and providing services that will facilitate and enhance/enrich their experience.

Provide summary of the last cycle's use of results and changes implemented

This statement should specify if the outcomes addressed were a continuation of previous ones, new outcomes, or modified versions of previous outcomes. In addition, the statement should include a concise analysis of the assessment data collected during the previous year, a brief explanation of actions taken to address specific outcomes, an evaluation of how these actions contributed to the improvement of the unit, and any recommendations formulated. Assessment data must be viewed and discussed by the unit during this process.

Continuation of previous outcome: Increase of faculty-led programs. OIE accepted and approved four faculty-led proposals for 2007, of which three programs (1. French Language in France, 2. Music in Austria, and 3. Business in China) enrolled sufficient students to go abroad. A total of 29 students participated. Five proposals were received and approved for 2008. Continued emphasis will be placed on the development and implementation of faculty-led

programs.

New outcome: Evaluate, modify and implement marketing plan. A marketing plan was written Fall 2007. This marketing plan includes quarterly activity calendars for 2008. Actual implementation of the marketing plan will take place during 2008. A comparison indicates that 71.21% of same promotional activities were conducted in 2007.

Modified outcome: Increase study abroad awareness and participation. In 2007, office visits increased by 46.8% (113 students) based on the number of in-take cards. The study abroad fair was well attended and remained equal in attendance (est. 250). Actual study abroad students in 2007 were 48 students, just slightly below the anticipated number of 49. Implementation of the marketing plan and the increased offering of faculty-led programs will effectively increase awareness and student participation.

List of unit-level outcomes

It is recommended that units rotate through their entire set of outcomes over a multi-year period. Units may focus on one or two outcomes each year, as deemed appropriate.

1. Increase the number of faculty-led programs (continued outcome)
2. Increase study abroad awareness and participation, leading to 1.5% of the student body participating in study abroad (continued outcome)
3. Implementation of the 2008 OIE marketing plan, and meet 85% of marketing actions (modified)
- 4.
- 5.
- 6.

Section I: Planning and Implementation

Outcome(s)

Identify the outcome(s) that will be focused upon this year.

Increase study abroad awareness and participation, leading to 1.5% of the student body participating in study abroad (continued outcome)

Methods of assessment to be used:

Identify and describe the type of assessment(s) that will be used and how the data will be obtained. During this assessment period, has your unit used any of the following measures for assessment of outcomes? Indicate “Y” if currently being used; “N” if not currently being used but interested in using; and “NA” if not applicable.

Type of Measure	Y	N	NA	Specify which type of measure was used and what outcome the measure was applied to:
<u>Volume of Activity:</u> (Number of clients served, circulation data, etc.)	X			Student Records (info card/applications) – 2 Study Abroad Fair attendance – 2 Number of proposals - 1
<u>Efficiency:</u> (Turnaround time for filling requests, timely service or prompt response, etc.)			X	
<u>Service Quality:</u> (Error rates, accuracy of information provided, etc)			X	

<u>Client Satisfaction Survey</u> (Student, employer, alumni, customer, etc.)	X			Survey - 2
<u>Feedback:</u> (Suggestion box, focus groups, evaluation forms, etc.)			X	
<u>Review of existing data:</u> (Routine records or reports, institutional data, audits, etc.)	X			Student records - 2
Staff discussions or evaluations of services to clients	X			Meetings – 1, 2, 3 Strategic Planning Retreat – 1, 2, 3
Standards/guidelines provided by professional associations	X			Compliance – 1, 2
Standards set by federal, state, county, city or system regulations			X	
External evaluations or auditors			X	
Benchmarks or comparisons with peer institutions			X	
Other	X			Marketing Plan - 3

Criteria/Benchmark(s):

Specify, if deemed appropriate to assess outcome(s). Criteria/ benchmark(s) may be optional, especially if qualitative measures are used for data collection.

Increased first time office visits and study abroad fair attendance, resulting in actual study abroad participation of 1.5% of total enrollment

Section II: Analysis of Results

What were the results attained?

Describe the primary results or findings from your analysis of the information collected. Were the results used to improve the unit services or operations? Please specify:

Office visits increased by 73.5% (196 students) over 2007 based on the number of in-take cards. It should be noted that in-take cards document first time office visits only and that the collection system is not entirely 100% accurate as some students fail to submit their in-take cards.

During this calendar year a Spring Study Abroad Fair was added to highlight Summer 2008 Study Abroad Programs. This added considerably to our annual attendance (from an estimate of 250 in 2007 to an estimate of 400 in 2008), based on number of information bags that were given out. As the study abroad fair is offered in an open venue factual numbers are difficult to obtain.

Actual 2008 study abroad numbers increased by 39% over 2007. This accounts for 1.4% of the TAMIU student population, thus just slightly under the goal of 1.5% actual study abroad participation.

What were the conclusions reached?

Include a brief description of the procedure used for reaching the conclusion(s) based on the evidence collected and describe the process used to disseminate the information to other individuals. For example, if the discussion took place during the annual retreat, include a summary from those deliberations using the Meeting Minutes template found on the Project Integrate web page at <http://www.tamtu.edu/integrate/docs/Minutes-Template.doc>. Once completed, submit the minutes to assessment@tamtu.edu.

With the continued significant increases that OIE has seen over the past three year in varying aspects of the study abroad process, it is evident that its strategies have been successful. In 2009 it secured \$100,000 in study abroad scholarships from the Guadalupe and Lilia Martinez foundation for three consecutive years, thus we expect a cumulative effect on enrollment hopefully bringing us within our goal of 2% by fall 2009.

Where possible redundancies and inefficiencies have been reduced, processes have been streamlined, and a recruitment army of scholarship recipients have been used to broaden OIE's outreach efforts. With a staff of two and the continued expansion of programs and work load, OIE seems to have reached capacity. If the expectation is one of continued increase and expansion, then it is imperative that a position be created to further support the functioning of this office.

Describe the action plan formulated. (The plan may be multi-year in nature.)

Based on the conclusion(s), describe the action plan to be implemented to improve or maintain unit services and operations, including resources needed and a timeline for implementation

Continued implementation of original strategies, and initiate the 2010 strategic plan, which calls for following actions:

- Implementation of the Marketing Plan
- Finding study abroad scholarship opportunities
- Expanding study abroad program offering, for example by exploring the option for a plan to create a Texas A&M System Study Abroad Consortium and integrating select study abroad programs with Colleges/Departments
- Increasing number of faculty led programs by College: COAS (2), SSB (2), COED (1), CNHS (1)
- Develop and implement an Action Plan for consistent collaboration with administrative offices, academic advisors, and faculty.
- Attend five departmental meetings annually to brief faculty on study abroad programs and encourage participation
- Meet with administrative units to review and further streamline the study abroad process
- Review/modification of OIE website for user-friendliness
- Implement the IEFS/GLM scholarship requirements in various areas of peer student advisement

The main obstacle in OIE reaching its goals, as well as future expansion of its activities lies in the fact that staffing is at the bare minimum, with one Staff Assistant and one Director. Thus a position (mid-entry level) needs to be created, such as a program coordinator.

Section III: Resources**Resource(s) to implement action plan:**

Describe the resources that will be needed to implement the action plan. Also indicate if the resources are currently available, or if additional funds will be needed to obtain these resources.

Funding

- New Resources Required
- Reallocation of current funds

Physical

- New or reallocated space

Other

Primarily faculty/staff time

- University rule/procedure change only

Provide a narrative description and justification for requested resources (include linkage to Strategic Plan – or Compact, if relevant)

Mid-level entry position, such as program coordinator, to further enhance and expand the services of OIE and reach its goals. These goals tie in with TAMIU's strategic plan (goal 7) and Compact (3rd Objective, Priority 3). OIE has not received any additional staff support since its inception almost 10 years ago, in fact staffing was reduced by eliminating a work study position several years ago.

Identify proposed outcomes for the next assessment cycle:

Continuation of present outcome(s) – (Indicate reason for continuation):

Increase the number of faculty-led programs

This continues to have the most impact related to student enrollment; therefore they play an important role in the overall offering of study abroad. As well, talks are ongoing within the Texas A&M System Schools to develop a study abroad consortium that will initially focus on faculty-led programs only.

New Outcome(s) – (List outcomes below):

Increase study abroad awareness and participation, leading to 2% of the student body participating in study abroad
Improve the foreign exchange student admission and arrival process

Modification of present outcome(s) – (Indicate reason for modification):

Date Completed:

26 January 2009

Submit completed form to integrate@tamiu.edu.