

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

Unit Name:

Office of Recruitment and School Relations

Unit Type:

Administrative Unit

Educational Support Unit

Assessment Period Covered:

January 1, 2008 to December 31, 2008

Unit Coordinator (Preparer of Report):

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List Other Report Contributors (if applicable):

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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 1- Academics

1.1 Attract, admit, enroll and advise a diverse student body through a comprehensive enrollment management and advisement process that involves timely, accurate information and services.

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

The Office of Recruitment and School Relations plans, coordinates, and implements recruitment strategies. The services we provide are: campus tours and visits, enrollment information, enrollment presentations, special events, publications, awareness within the community, and liaison with school district administrators, faculty, and student body.

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.

Based on the results of last year's outcome 1, the target of 90% satisfaction rate with the information provided in the TAMIU view book was exceeded. The Office of Recruitment and School Relations locally developed a survey for students to rate the TAMIU view book used for providing information on the University. The survey indicated that 100% of the respondents were satisfied with the information provided in the TAMIU view book. The Office of Recruitment will continue to provide detailed admissions and university information to prospective students using attractive brochures.

Based on the results of last year's outcome 2, the target of 90% satisfaction rate with the knowledge of the TAMIU staff was exceeded. The Office of Recruitment and School Relations locally developed a survey for high counselors to rate the knowledge of the TAMIU staff. The survey indicated that 100% of the respondents were satisfied with the knowledge of the TAMIU staff. The Office of Recruitment will continue to provide higher education information to high school counselors. The office will continue with trainings to the community about our enrollment process and the benefits of higher education.

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. Incoming first-time freshmen will be satisfied with the admission information provided by the Office of Recruitment and School Relations.
2. Incoming first-time freshmen will be satisfied with the advising process provided by the Office of Recruitment and School Relations.
3. Prospective students will be satisfied with the services provided by the Office of Recruitment of School Relations
4. Prospective students will be satisfied with the information provided during the beginning of the year class presentation on TAMIU's admissions process.
- 5.
- 6.

Section I: Planning and Implementation

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

1. High school counselors will be satisfied with the time spent in their high school campus by the TAMIU recruiters.

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.) | | N | | |
| <u>Efficiency:</u> (Turnaround time for filling requests, timely) | Y | | | Locally developed survey "Counselor's Appreciation Luncheon" for outcome # 1. |

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|---|--|---|--|--|
| service or prompt response, etc.) | | | | |
| <u>Service Quality:</u> (Error rates, accuracy of information provided, etc) | | N | | |
| <u>Client Satisfaction Survey</u> (Student, employer, alumni, customer, etc.) | | N | | |
| <u>Feedback:</u> (Suggestion box, focus groups, evaluation forms, etc.) | | N | | |
| <u>Review of existing data:</u> (Routine records or reports, institutional data, audits, etc.) | | N | | |
| Staff discussions or evaluations of services to clients | | N | | |
| Standards/guidelines provided by professional associations | | N | | |
| Standards set by federal, state, county, city or system regulations | | N | | |
| External evaluations or auditors | | N | | |
| Benchmarks or comparisons with peer institutions | | N | | |
| Other | | | | |

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.

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| High school counselors will be 90% satisfied with the time spent in their high school campus by the TAMIU recruiters. |
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| Section II: Analysis of Results |
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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:

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|--|
| The Office of Recruitment and School Relations Counselor’s Appreciation Luncheon Survey indicates that 98% of the respondents are satisfied with the time spent in their high school campus by the TAMIU recruiters. |
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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.

The Counselor’s Appreciation Luncheon surveys were tallied and the criteria were met. The results and analysis were shared on our staff meeting on December 7, 2008 with the Office of Recruitment and School Relations staff.

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.

The Office of Recruitment will continue to work closely with high school counselors and high school students. TAMTU recruiters will continue their high school visits to inform the student about the admission process for high education.

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)

No additional resources are needed at this time.

Identify proposed outcomes for the next assessment cycle:

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

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

Prospective students will be satisfied with the information provided during the beginning of the year class presentation on TAMIU's admissions process.

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

Date Completed:

1/21/09

Submit completed form to integrate@tamiu.edu.