

Texas A&M International University Annual Institutional Effectiveness Review (AIER)

Date Submitted March 9, 2006

Assessment Period Covered (2006)

Academic Program/AES Unit Student Center

Person(s) Preparing Review Laura Cortez

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

The event survey was modified to include specifics on the event, date, time, and meeting coordinator to be a more accurate indicator of our client base. Yet, we still need to modify the Game Room Attendance log and the Information Desk survey. The Student Center was not able to implement the check-in and check out system to the front desk nor the game room. We expect to implement the system throughout this assessment cycle. We will start to monitor our overall effectiveness with event planning on campus with faculty, staff and students.

Section I: Planning and Implementation

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.

Academic Program or Administrative/Educational Support Unit Mission

The Texas A&M International University Student Center is dedicated to supporting the mission for the University by providing event services, general University information, leisure activities, and accessibility to the Student Center, in an effort to improve the quality of life for students, faculty, staff and the citizens of the border region.

Identify outcomes and the relationship to Strategic Plan

Outcome 1

Is this outcome related to writing (QEP)?

Provide a facility to students that is accessible, promotes social interactions and is inviting for the University community.

Identify Strategic Plan Goal related to Outcome 1

Goal 3 Service

Identify Strategic Plan Objective related to Outcome 1

3.2 Provide service and outreach activities to the University service area in a professional, courteous, efficient, and timely manner.

Identify methods of assessment to be used

Game Room Attendance Log

Indicate when assessment will take place

Annual

Criteria/Benchmark

Create an atmosphere that makes students feel welcome and facilitates social interaction. Continue to expand activities that will enable students, faculty and staff to relax and network. Continue physical enhancements in the game room, cyber café, student dining facility, rotunda and hallways. Expand hours of operations to provide more availability for students to study, hang out, have more meeting times (i.e. student organizations), socialize and to provide for more programming opportunities (i.e. late night events). Establish a series of broadcast activities that appeal to a large number and a wide variety of audiences through events such as the Super Bowl, World Series, finale of a popular show, political events, and augment campus activities board's movie nights. Set aside time slots for student organizations or university offices to schedule social events in the game room. Establish theme nights in the game room (i.e. Karaoke nights, black light night, board game night, etc.) to provide additional social and networking opportunities for students, faculty and staff.

Outcome 2

Is this outcome related to writing (QEP)?

The Student Center will use the meeting facilities effectively to support the programs, events, meetings and conferences of the students, faculty, and staff of Texas A&M International University.

Identify Strategic Plan Goal related to Outcome 2

Goal 3 Service

Identify Strategic Plan Objective related to Outcome 2

3.2 Provide service and outreach activities to the University in a professional, courteous, efficient and timely manner.

Identify methods of assessment to be used

1.) Scheduling Software and 2.) Event Services Survey

Indicate when assessment will take place

Annual

Criteria/Benchmark

Provide effective scheduling of the university facilities for the university community. Coordinate and work effectively with other university operational entities that are involved in ensuring successful events. Work with the Public Information Office to better position the website option of reserving meeting and events spaces on campus. Add publications to include

brochures about the student center facility, how to organize a meeting or conference, and the conference coordinators media kit. Develop and conduct workshops on how to schedule and organize meetings and events. Administer evaluation forms at the conclusion of each event and implement necessary changes. Conduct a weekly meeting with Physical Plant, Food Service, Audio Visual, TAMIU police, Institutional Advancement, Fine and Performing Arts and Planetarium staff to discuss past events and upcoming events. Each quarter conduct a long-range planning meeting with all those who attend the weekly meeting and include offices of Special Programs, Housing, Registrar, Student Activities and Athletics.

Outcome 3

Is this outcome related to writing (QEP)?

The Student Center will serve as the visitor center for the university and develop a professional image by providing accurate information, excellent customer service and a safe environment for student center patrons and staff.

Identify Strategic Plan Goal related to Outcome 3

Goal 3 Service

Identify Strategic Plan Objective related to Outcome 3

3.2 Provide service and outreach activities to the University service area in a professional, courteous, efficient, and timely manner.

Identify methods of assessment to be used

Information Desk Survey

Indicate when assessment will take place

Annual

Criteria/Benchmark

Provide accurate information to ensure excellence in customer service. Provide a safe environment for student center patrons and staff. Expand weekly scheduling meeting to include a representative from the public affairs office. Disseminate information on upcoming events through a) emailing weekly event information to administration and department heads, b) create and produce posters of weekly events to be displayed in locations such as Dusty's Diner, Dusty's Den, library, student housing, KCB, and registrar's foyer, c) test pilot a campus monitor system by acquiring a computer dedicated to display current event and upcoming event information. The initial monitor would be located at the Student Center information desk. Provide ongoing training for student center staff on building evacuation, emergency situation response, personal safety training, etc. Establish a routine building inspection to identify safety and security problems to be resolved before a serious incident occurs. Coordinate with Physical Plant, Risk Management, Campus Police, Student Health and Student Counseling simulations of various emergency incidents.

Section II: Analysis of Results

When (term/date) was assessment conducted?

Outcome 1

December 2006

Outcome 2

December 2006

Outcome 3

December 2006

What were the results attained (raw data)?

Outcome 1

The Game Room was opened for two months in 2006. 984 students visited the game room. The daily sign in sheet is inaccurate when students are asked if they reside on campus or live off campus as some students lacked to check off the appropriate area that pertained to their residency status. A total of 118 students said they lived on campus where 266 students said they lived off campus. Therefore, it is unknown fact where the 600 students who failed to sign in and indicate whether they resided on or off campus.

Outcome 2

77 event services surveys were submitted. The total average per survey was a score of 4.8. I know that we had more than 77 events on campus throughout the year.

Outcome 3

A total of 1,088 students utilized the three study rooms in the Student Center from January through October 2006. The information desk received feedback from 60 participants. The total survey score was 280.8. The average amount on the surveys received was 4.7.

Who (specify names) conducted analysis of data?

Outcome 1

Laura Cortez

Outcome 2

Laura Cortez

Outcome 3

Laura Cortez

When were the results and analysis shared and with whom (department chair, supervisor, staff, external stakeholders)? Submit minutes with data analysis to assessment@tamiu.edu (Please use Minutes Template located on the Project INTEGRATE web page.)

Information was not shared. Plans are to share the information with staff, students and supervisor in February 2007.

NOTE: Submit all assessment documentation (i.e., surveys, rubrics, course exams with embedded questions, etc.) to the Office of Institutional Effectiveness and Planning.

Use of Results: Indicate whether criteria were met/not met and what changes, if any, have been identified based on the data collected?

Outcome 1

Met Not Met

Provide narrative: The Game room had some losses throughout the year. The game room was closed for 10 months. The game room staff was redirected from their position and location to help out with event setups, takedowns and other areas in the office.

Outcome 2

Met Not Met

Provide narrative: One area of this outcome that was not met was "how to organize a meeting or conference." This will definitely an area that we will strive to complete in 2007.

Outcome 3

Met Not Met

Provide narrative: I believe the information for the study rooms is not fully accurate as we were only able to assess on 10 months out of the entire year. The three rooms were utilized as study rooms, meeting rooms and holding room for conferences to store their items. I will coordinate with the information desk attendants to make them aware of the outcome as we have assessed these results. Another area that needs improvement are the information desk surveys. I don't believe that we have only had 60 guests come to the Student Center information desk to ask for information. I will ask the information desk attendants to encourage their clientele to fill out the surveys.

How have these data-based changes improved your program/unit?

I have come to realize that I need to communicate and train students to provide accurate information with the surveys and attendance logs both in the game room and information desk. I also realize that there are moments when we don't have the appropriate staff assisting at the information desk and/or game room-- therefore, I will need to train all student center staff and explain the entire process to them all.

Section III: Programmatic Review

Are resources affected by the changes identified in Section II? Yes No

If so, specify the effect(s) using the chart below:

Funding	Physical	Other
<input checked="" type="checkbox"/> New resources required	<input type="checkbox"/> New or reallocated space	<input checked="" type="checkbox"/> Primarily faculty/staff time
<input type="checkbox"/> Reallocation of current funds		<input type="checkbox"/> University rule/procedure change only
		<input type="checkbox"/> Other: Enter text here

Provide a narrative description and justification for requested resources (include linkage to Strategic Plan)

The Student Center has experienced an increase in activities and events throughout the year. I would like to request additional staff in the follow areas: (2) Game Room Assistants, an Event Assistant, and an Operations Manager to help maintain building operations, office support and events management.

Identify proposed outcomes for the next assessment cycle:
Continuation of present outcome(s) – (Indicate reason for continuation):
New Outcome(s) – (List outcomes below): Not Applicable
Modification of present outcome(s) – (Indicate reason for modification): Not Applicable

****** This section to be completed by dean/director/vice-president ******

Are resources requested a priority for the academic program/AES unit?

Yes No

Comments:

Enter text here

If funding, physical or other resources were requested, what is the impact of the budget decisions on the academic program/AES unit?

Enter text here