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

Date Submitted March 3, 2008

Assessment Period Covered (2007)

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
PROMOTING SOCIAL INTERACTIONS & LATE NIGHT PROGRAMMING: Criteria was not met. The cyber café was not feasible as the space near the Office of Career Services was allotted for overflow of dining facilities. Late night programming did not occur among the students or faculty in Dusty's Den.

MEETING FACILITIES: Criteria was met. The Student Center continues to effectively support programs and conferences for the university and community. The Student Center as well as other collaborating departments work effectively to communicate event updates as it is relevant to the success of a program or event.

PUBLICITY: Criteria was not met. It wasn't feasible to obtain a university-wide monitor system that displays current and upcoming event information. Although, the Student Center was able to train both full time employees and student workers on builiding emergency evacuations and will continue to support these initiatives for proper emergency response.

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 Student Center is dedicated to supporting the mission for the Univeristy by providing event services, general information about the university and accessibility to the Student Center in an effort to improve the quality of life for students, faculty, staff and the citizens of the Laredo region.

Identify outcomes and the relationship to Strategic Plan

Outcome 1 ☐ **Is this outcome related to writing (QEP)?**
The Student Center will use the meeting facilities effectively to support the programs of the students, faculty, staff and community in Laredo.

Identify Strategic Plan Goal related to Outcome 1
Goal 3 Service

Identify Strategic Plan Objective related to Outcome 1
3.1 Expand collaborative service efforts.

Identify methods of assessment to be used
1) Event Management Software - Scheduling software
2) Event survey

Indicate when assessment will take place
Annual

Criteria/Benchmark
The Office of the Student Center will be centralizing all events at the university. Therefore, all meeting facilities will be scheduled through one office for the use of meeting facilities at Casa Ortiz, Fine and Performing Arts Center, Kinesiology Wellness and Recreation Center, KCB, the Student Center and Western Hemispheric Trade Center. The plan is to coordinate a workshop among the university community to inform users how to plan and schedule meeting facilities for conferences and meetings at the university.

Outcome 2 ☐ **Is this outcome related to writing (QEP)?**
The Student Center will serve as a visitor center for the university. We aim to provide information on services or programs and provide a safe environment for patrons visiting the 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 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 information relevant to an event, directions to an office and/or services offered at Texas A&M International University. Patrons will fill out a survey to project how they perceive the attendant has serviced them with the location of facilities and general information they are seeking about the university.

Throughout this period of assessment, fifty-four information desk surveys were submitted. The results of those surveys totaled to the customer satisfaction level score of 4.7. The mean score was figured by tallying up all of the surveys received. The scores are based on a Lickert scale of 1-5 where 1 means poor and 5 means excellent.

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Outcome 3   ☐ **Is this outcome related to writing (QEP)?**
Enter text here

Identify Strategic Plan Goal related to Outcome 3
To Select Goal Click Here

Identify Strategic Plan Objective related to Outcome 3
Enter text here

Identify methods of assessment to be used
Enter text here

Indicate when assessment will take place
Click to select

Criteria/Benchmark
Enter text here

When (term/date) was assessment conducted?
Outcome 1
Spring 2008

Outcome 2
Spring 2008

Outcome 3
Enter text here

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What were the results attained (raw data)?
Outcome 1
Fall 2007

Outcome 2
Fall 2007

Outcome 3
Enter text here

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Who (specify names) conducted analysis of data?
Outcome 1
Laura Cortez

Outcome 2
Laura Cortez

Outcome 3
Enter text here

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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.)
The overall results of the surveys were discussed among the administrative staff.

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: Meeting facilities were used based on 90% of the university community whereas 10% encompassed external groups requiring the space for meetings and conferences.

Outcome 2
☒ **Met**   ☐ **Not Met**
Provide narrative: The Student Center information desk provides ample service for locating rooms, faculty/staff and information relevant to programs offered at the university. We will continue to provide a service to the students, faculty/staff and the Laredo community.

Outcome 3
☐ **Met**   ☐ **Not Met**
Provide narrative: Enter text here

How have these data-based changes improved your program/unit?
The Student Center acquired funding to purchase a new event management software package that will assist in providing better reporting on all aspects of event planning. Since the university has chosen to centralize all events through one office, it was in the best interest of acquiring this software program to better manage the facilities.

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
☐ New resources required	☐ New or reallocated space	☐ Primarily faculty/staff time
☒ Reallocation of current funds		☐ University rule/procedure change only
		☒ Other: Event Management Software through HEAF money

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

As the university continues to grow through the implementation of newly funded programs, conference rooms and meeting facilities such as Student Center 216, 217, 218 and the Student Center Downstairs Rotunda have been reassigned for administrative offices and an overflow area for the dining facility. In 2007, organizational restructuring occurred where the Office of the Student Center transferred from being under the direction of the Division of Student Affairs to being lead by the Office of Institutional Advancement. Due to the organizational restructuring and centralizing of events, the university has invested in purchasing a event program that is suitable to track all facilities through one office.

Identify proposed outcomes for the next assessment cycle:
Continuation of present outcome(s) – (Indicate reason for continuation): We will continue to utilize Outcome 1 and 2. These outcomes will be utilized once again since they are a primary means of assessment throughout our daily job function.
New Outcome(s) – (List outcomes below): 1) To implement a new event management software program that will help facilitate comprehensive event services more effectively. 2) Provide training and continued support for our clients (internal/external) to ensure proper protocols are met for successful event planning. 3) Develop an internship program that will help create an employment opportunity for those seeking a career field in business, communications, marketing or public relations.
Modification of present outcome(s) – (Indicate reason for modification): Not applicable

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

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

☐ **Yes**   ☒ **No**

Comments:

Enter text here

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

Enter text here