

# ASSESSMENT REPORT FOR

Enrollment Management and School Relations

**(Administrative or Educational Support Unit)**

September 1, 2002 to August 31, 2003

**(Assessment Period Covered)**

July 14, 2003

**(Date Submitted)**

## **Expanded Statement of Institutional Purpose Linkage:**

### **Institutional Mission/Goal(s) Reference:**

Texas A&M International University, a Member of the Texas A&M University System, is committed to the preparation of students for leadership roles in their chosen profession and 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 is 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 Statement:**

The Office of Enrollment Management and School Relations plans, coordinates, and implements recruitment strategies. The services we provide are campus tours, enrollment information, enrollment presentations, special events, promote awareness within the community, and serve as liaison with high school administration.

### **Intended Administrative Objectives:**

- 1.** Prospective students will be satisfied with information provided by Enrollment Management and School Relations.
- 2.** Sponsors/Counselors will be satisfied with campus visits coordinated by Enrollment Management and School Relations.
- 3.** High School Counselors will be satisfied with university information provided to them by Enrollment Management and School Relations.

# ASSESSMENT REPORT FOR

Enrollment Management and School Relations

**(Administrative or Educational Support Unit)**

September 1, 2002 to August 31, 2003

**(Assessment Period Covered)**

July 14, 2003

**(Date Submitted)**

## **Intended Administrative or Educational Support Objective:**

1. Prospective students will be satisfied with information provided by Enrollment Management and School Relations.

## **First Means of Assessment for Objective Identified Above:**

### **1a. Means of Unit Assessment & Criteria for Success:**

80% of respondents to the 2003 Student Opinion Survey will indicate an overall rating of "Very Satisfied" or "Satisfied" on Section III Question #12 which asks, "Accuracy of College Information Received Before Enrolling", with no more than 5% "Dissatisfied" or "Very Dissatisfied".

### **1a. Summary of Assessment Data Collected:**

Based on the 2003 Student Opinion Survey results, 66% percent of respondents answered "Very Satisfied" or "Satisfied". However, 8% were either "Dissatisfied" or "Very Dissatisfied".

### **1a. Use of Results to Improve Unit Services:**

The criteria for satisfaction were not met. The office of Enrollment Management and School Relations will administer a locally developed survey entitled, TAMIU Information Materials, at on-site high school registration in order to identify the subject matter with the highest dissatisfaction.

## **Second Means of Assessment for Objective Identified Above:**

### **1b. Means of Unit Assessment & Criteria for Success:**

In order to provide accurate information to incoming students, a locally developed survey, "TAMIU Information Materials", will be administered at the time of early registration. Less than 8% will indicate dissatisfaction with the information provided.

### **1b. Summary of Assessment Data Collected:**

Based on the results of the 2003 TAMIU Information Materials Survey, respondents indicated a .014% level of dissatisfaction with the information provided.

### **1b. Use of Results to Improve Unit Service:**

Based on the survey findings, our criteria were met. However, findings indicate that the subject matter with the lowest satisfactory rate is Student Housing. Staff will focus attention on improving this area.

# ASSESSMENT REPORT FOR

Enrollment Management and School Relations

**(Administrative or Educational Support Unit)**

September 1, 2002 to August 31, 2003

**(Assessment Period Covered)**

July 14, 2003

**(Date Submitted)**

## **Intended Administrative or Educational Support Objective:**

2. Sponsors/Counselors will be satisfied with campus visits coordinated by Enrollment Management and School Relations.

## **First Means of Assessment for Objective Identified Above:**

### **2a. Means of Unit Assessment & Criteria for Success:**

80% of sponsors who fill out the "Campus Visit Evaluation", a locally developed survey, will agree that the visit met their goals and expectations.

### **2a. Summary of Assessment Data Collected:**

Based on the survey results, the goal of 80% was met and exceeded. However, the portion of the visit with the lowest satisfaction rate of 62% is the length of the tour.

### **2a. Use of Results to Improve Unit Services:**

In order to address the area of weakness, the staff of Enrollment Management and School Relations will re-evaluate the time allotted for the tour and review the agenda with the sponsor of each group prior to the group's arrival. The department will continue to conduct this survey.

## **Second Means of Assessment for Objective Identified Above:**

### **2b. Means of Unit Assessment & Criteria for Success**

Question #4 of the locally developed survey, "Campus Visit Evaluation", asks: "the information shared with your students was appropriate for their age." 80% of the respondents will answer "Yes" to this question.

### **2b. Summary of Assessment Data Collected:**

Based on the survey results, 69% of the respondents answered "Yes"; therefore, the criteria were not met.

**2b. Use of Results to Improve Unit Service:**

In order to address the concern expressed by the respondents, age appropriate information for three primary groups (elementary school, middle school, and high school) will be targeted in future presentations.

# ASSESSMENT REPORT FOR

Enrollment Management and School Relations

**(Administrative or Educational Support Unit)**

September 1, 2002 to August 31, 2003

**(Assessment Period Covered)**

July 14, 2003

**(Date Submitted)**

## **Intended Administrative or Educational Support Objective:**

3. High school counselors will be satisfied with university information provided to them by Enrollment Management and School Relations.

## **First Means of Assessment for Objective Identified Above:**

### **3a. Means of Unit Assessment & Criteria for Success:**

The locally developed survey, Evaluation of Enrollment Management's Services, administered at the end of the school year will indicate that 80% of counselors will respond either "Excellent" or "Above Average" to the question, "Does Enrollment Management and School Relations provide you with enough verbal and written communication?"

### **3a. Summary of Assessment Data Collected:**

Based on the survey results, respondents indicated a 92% satisfaction rate.

### **3a. Use of Results to Improve Unit Services:**

Our criteria for this objective were met. No changes are needed at this time.

## **Second Means of Assessment for Objective Identified Above:**

### **3b. Means of Unit Assessment & Criteria for Success**

An additional question on the Evaluation of Enrollment Management's Services survey will indicate that high school counselors are satisfied with the staff's response time to their requests by answering "Immediately" or in a "Timely Manner" to the question, "Does the information that you request reach you..." with no more than 5% responding, "Slower than preferred".

**3b. Summary of Assessment Data Collected:**

Based on the survey results, respondents indicated a 100% satisfaction rate with no respondents answering "slower than preferred".

**3b. Use of Results to Improve Unit Service:**

Our criteria for this objective were met. No changes are needed at this time.

**SUPPORT DOCUMENTATION**

Enter any document referenced above in this summary table. There are two examples listed below. If no documents are cited, please remove the two examples from the table.

<b>SOURCE</b>	<b>LOCATION/Special Instructions</b>
2003 Student Opinion Survey	SACS Resource Room Killam Library Building Room 334-C
TAMIU Information Materials Survey	SACS Resource Room Killam Library Building Room 334-C
Campus Visit Evaluation Survey	SACS Resource Room Killam Library Building Room 334-C
Evaluation of Enrollment Management's Services	SACS Resource Room Killam Library Building Room 334-C



