

# ASSESSMENT REPORT FOR

Student Center

**(Administrative or Educational Support Unit)**

September 1, 2002 to August 31, 2003

**(Assessment Period Covered)**

July 15, 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 Texas A&M International University Student Center is dedicated to supporting the mission of 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.

### **Intended Administrative Objectives:**

- 1.** Use our meeting facilities effectively to support the programs, events, meetings, and conferences of the students, faculty, and staff of Texas A&M International University.
- 2.** Serve as the visitor center for the University, and to develop a professional image by providing accurate information, excellent customer service, and a safe environment for Student Center patrons.
- 3.** Assist the University in recruiting and retaining students by providing a facility that is accessible, promotes social interactions, and is inviting for the University community.

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

1. Use our meeting facilities effectively to support the programs, events, meetings, and conferences of the students, faculty, and staff of Texas A&M International University.

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

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

Data collected in scheduling software will determine the facility usage by internal and external groups. Internal groups will compose of no less than 80% of the meeting facility usage.

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

During the assessment period, 5,487 reservations were scheduled. Of these reservations, 92% or 5,047 were internal reservations.

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

Further research will be conducted to determine why external groups make up such a small percentage of facility users. Will need to determine if the local community is aware of our services and encourage more community events to be held on our campus.

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

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

Respondents will indicate on an Event Services Survey and average score of 4 or better (on a scale of 1 to 5 with 1 being "poor" and 5 being "excellent") for services provided by the Event Services department.

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

Based on the survey results, an overall average score of 4.3 was received.

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

Will continue to develop ways to better communicate with customers by further development of a website which will make information more accessible. Will also continue to train the Student Center staff about customer service skills through training videos, case scenarios, and management leadership.

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

2. Serve as the visitor center for the University and to develop a professional image by providing accurate information, excellent customer service, and a safe environment for Student Center patrons.

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

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

Respondents will indicate on the Information Desk Survey that they received accurate information from Student Center employees 80% of the time or greater.

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

Of the surveys collected, 100% of the respondents reported that the information they received was accurate.

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

Will continue to train the Student Center employees to provide general University information to guests by equipping them with accurate and accessible University information via internet resources, printed information, and department contact names.

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

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

Student Center incident reports will be collected to determine problems that occur in the Student Center. There will be no more than two incident reports per month that contain a safety concern for Student Center patrons.

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

During the designated assessment period, 20 Student Center incident reports were collected. Only 5 of those incidents involved a safety issue; four of which were reported to the University Police. Each incident occurred during a different month.

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

The department will conduct semi-annual safety training with all of the employees to ensure that proper procedures are followed when a safety concern arises. Will continue to work and communicate with the University Police department and the Physical Plant department by reporting all safety concerns and problems to the appropriate department. All employees will be required to carry a two-way radio with them while on duty to ensure they can contact our department or the University Police at all times.

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

3. Assist the University in recruiting and retaining students by providing a facility that is accessible, promotes social interactions, and is inviting for the University community.

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

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

Game room participation records will be used to determine how many different students are using the game room facility. At least 30% of the students enrolled will have used the game room facility one or more times.

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

During the assessment period, 924 different students checked out the game room equipment one or more times. Student enrollment was 3,724 for the Fall 2002 semester and 3,778 for the Spring 2003 semester; therefore, approximately 25% of the students enrolled have used the game room.

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

An advertising campaign will be started on campus to increase awareness about the game room and the services provided. The department plans to organize some activity programming in the TV lounge by sponsoring specific TV programs like Monday Night football.

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

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

Respondents will indicate on the Student Center Survey the number of times they visit the student center per week. Eighty percent (80%) of current students will visit the Student Center at least twice a week or more.

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

Current means of assessment were not fitted for this objective. We failed to identify which persons completing the surveys were students.

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

During the next assessment period, we will re-evaluate this objective by using a more effective tool that reaches the student population. We plan to include this question on the Student Opinion Survey that is administered annually.

**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>
Event Services Survey	SACS Resource Room Killam Library Building Room 334-C
Game Room Participation Record	SACS Resource Room Killam Library Building Room 334-C
Information Desk Survey	SACS Resource Room Killam Library Building Room 334-C
Student Center Survey	SACS Resource Room Killam Library Building Room 334-C
Student Center Incident Report	SACS Resource Room Killam Library Building Room 334-C



