

ASSESSMENT REPORT FOR

Texas Center for Border Economic and Enterprise Development

(Administrative or Educational Support Unit)

September 1, 2002 to August 31, 2003

(Assessment Period Covered)

August 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:

To marshal the knowledge and expertise of Texas A&M International University's faculty, students, and staff to provide effective leadership and support to Texas border communities in their economic development efforts.

Intended Administrative Objectives:

- 1.** Provide the South Texas business community, public policy makers, and local officials with professional knowledgeable and courteous business and economic development information and support services.
- 2.** Maintain an electronic database accessible to the public, containing information on demographic, economic, international trade and commerce, health, education, and environmental trends in the U.S.-Mexico border region.
- 3.** Publish and disseminate a monthly newsletter, *Border Business Indicators (BBI)*, that tracks business and international commerce in the U.S.-Mexico border region.
- 4.** Conduct collaborative research and planning activities with public agencies, development organizations, and private sector entities.

5. Provide educational programs, training and technical assistance to members of public and private organizations and entities.

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Intended Administrative or Educational Support Objective:

1. Provide the South Texas business community, public policy makers, and local officials with professional, knowledgeable and courteous business and economic development information and support services.

First Means of Assessment for Objective Identified Above:

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

A user satisfaction survey, Texas Center Evaluation 2003, mailed to 750 potential Texas Center service users (members of regional business community, economic development organizations, and local officials) will result in at least a 10 percent completed survey rate of return (75). At least 50 percent (38) of the respondents will indicate they use the Texas Center services and at least 75 percent will indicate they are satisfied with Texas Center services received.

1a. Summary of Assessment Data Collected:

Survey rate of return: 12 percent (90)

Use Texas Center services: 46 percent (41)

Consider Texas Center staff knowledgeable: 95 percent (39)

Consider Texas Center staff professional, courteous, and helpful: 90 percent (37)

Consider Texas Center is a good source of information: 95 percent (39)

1a. Use of Results to Improve Unit Services:

Promote greater awareness and use of Texas Center services through presentations to potential individuals and organizations, distribution of brochures and flyers, and promotion over Internet and newspaper ads.

Provide Texas Center staff with professional development opportunities and customer service training.

Contact current users of Texas Center services to obtain advice for improving the range, scope, and delivery of services provided.

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Intended Administrative or Educational Support Objective:

2. Maintain an electronic database accessible to the public, containing information on demographic, economic, international trade and commerce, health, education, and environmental trends in the U.S.-Mexico border region.

First Means of Assessment for Objective Identified Above:

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

A user satisfaction survey, Texas Center Evaluation 2003, mailed to 750 potential database users (members of the regional business community, economic development organizations, and local officials) will result in at least a 10 percent completed survey rate of return (75). At least 50 percent (38) of the respondents will indicate they use the database and at least 75 percent will indicate they are satisfied with the information provided and services received.

2a. Summary of Assessment Data Collected:

Survey rate of return: 12 percent (90)

Use the database: 39 percent (35)

Satisfied with information provided and services received: 89 percent (31)

2a. Use of Results to Improve Unit Services:

Promote greater awareness and use of the database through presentations to potential individuals and organizations, distribution of brochures and flyers, and promotion over Internet and newspaper ads.

Contact current database users to obtain advice for improving the scope, format, and presentation of database and information provided.

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Intended Administrative or Educational Support Objective:

3. Publish and disseminate a monthly newsletter, *Border Business Indicators (BBI)*, that tracks business and international commerce in the U.S.-Mexico border region.

First Means of Assessment for Objective Identified Above:

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

A user satisfaction survey, Texas Center Evaluation 2003, mailed to 750 potential *Border Business Indicators (BBI)* newsletter users (members of the regional business community, economic development organizations, and local officials) will result in at least a 10 percent completed survey rate of return (75). At least 50 percent (38) of the respondents will indicate they receive and use the newsletter and at least 75 percent will indicate they are satisfied with the information provided by the newsletter.

3a. Summary of Assessment Data Collected:

Survey rate of return: 12 percent (90)

Use *Border Business Indicators (BBI)* newsletter: 42 percent (38)

Satisfied with *Border Business Indicators (BBI)* newsletter: 97 percent (37)

3a. Use of Results to Improve Unit Services:

Promote greater awareness and use of *Border Business Indicators (BBI)* newsletter through presentations to potential individuals and organizations, distribution of brochures and flyers, and promotion over Internet and newspaper ads.

Contact current BBI newsletter users to obtain advice for improving the scope, format, and presentation of the newsletter.

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Intended Administrative or Educational Support Objective:

4. Conduct collaborative research and planning activities with public agencies, development organizations, and private sector entities.

First Means of Assessment for Objective Identified Above:

4a. Means of Unit Assessment & Criteria for Success:

A user satisfaction survey, Texas Center Evaluation 2003, mailed to 750 potential public/private collaborators (members of the regional business community, economic development organizations, and local officials) will result in at least a 10 percent completed survey rate of return (75). At least 50 percent (38) of the respondents will indicate they have engaged in collaborative activities and at least 75 percent will indicate they are satisfied with the results of the collaborative activities.

4a. Summary of Assessment Data Collected:

Survey rate of return: 12 percent (90)

Collaborative with public/private sector entities: 16 percent (14)

Satisfied with collaborative activities: 86 percent (12)

4a. Use of Results to Improve Unit Services:

Promote greater awareness and use of opportunities for Texas Center collaborative research and planning activities through presentations to potential public and private sector individuals and organizations, distribution of brochures and flyers, and promotion over Internet and newspaper ads.

Contact current and past public and private sector Texas Center collaborators to obtain advice for improving Texas Center delivered research and planning services.

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Intended Administrative or Educational Support Objective:

5. Provide educational programs, training and technical assistance to members of public and private organizations and entities.

First Means of Assessment for Objective Identified Above:

5a. Means of Unit Assessment & Criteria for Success:

A user satisfaction survey, Texas Center Evaluation 2003, mailed to 750 potential members of public/private organizations and entities (regional business community, economic development organizations, and local officials) will result in at least a 10 percent completed survey rate of return (75). At least 50 percent (38) of the respondents will indicate they use the database and at least 75 percent will indicate they are satisfied with the information provided and services received.

5a. Summary of Assessment Data Collected:

Survey rate of return: 12 percent (90)

Educational programs/training/technical assistance provided to: 32 percent (29)

Satisfied with programs/training/assistance received: 93 percent (27)

5a. Use of Results to Improve Unit Services:

Promote greater awareness and use of Texas Center delivered educational /training /technical assistance programs through presentations to potential public and private sector individuals and organizations, distribution of brochures and flyers, and promotion over Internet and newspaper ads.

Contact current and past public and private sector users of the Texas Center delivered educational/training/technical assistance programs to obtain advice for improving Texas Center delivered services.

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.

SOURCE	LOCATION/Special Instructions
Texas Center Evaluation 2003	SACS Resource Room Killam Library Building Room 334-C

